

From: [Courtney W. Story](#)
To: [Romy S. Samuel](#); [Chad J. Brown](#)
Cc: [Norman L. White](#); [Gilbert A. Montaño](#); [Audrey Jones](#)
Subject: RE: STR Enforcement Phase In
Date: Monday, August 26, 2019 5:53:03 PM

Thank you Romy - this was very helpful.

I also wanted to check and see if you all had any data regarding your STR enforcement audit efforts that could be shared with Council.

Thanks again – and please let me know if you have any questions,

Courtney

--

Courtney Werpy Story, MPH
Innovation Manager
City of New Orleans

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112
Desk 504.658.7674 | Mobile 504.377.0296 | Email courtney.story@nola.gov

From: Romy S. Samuel
Sent: Monday, August 26, 2019 5:17 PM
To: Chad J. Brown
Cc: Courtney W. Story; Norman L. White; Gilbert A. Montaño; Audrey Jones
Subject: RE: STR Enforcement Phase In

Chad,

Revenue currently has two (2) employees that were hired at the end of 2017 for STR enforcement, two (2) Auditor Assistants at \$79,543 each. Additional employees requested would include the following positions with salary plus fringes:

- 1-Audit Settlements Manager (\$103,960)
- 1-Senior Auditor (\$87,863)
- 2-Staff Auditor Assistants (2 @ \$79,289=\$158,578)
- 2-Tax Collections Specialists(2 @ \$50,942=\$101,884)

Employees we would like to hire immediately would be the Audit Manager, 2-Auditor Assistants and 1 Tax Collection Specialist. The remaining positions could be put in Phase II. If you have additional questions, I'm available to discuss at your earliest convenience. Thanks.

Romy Schofield-Samuel
Collector of Revenue
City of New Orleans
Department of Finance
Bureau of Revenue
(504)658-1679-Direct
(504)342-6172-Mobile
rssamuel@nola.gov

From: Chad J. Brown
Sent: Monday, August 26, 2019 3:25 PM
To: Romy S. Samuel <rssamuel@nola.gov>
Cc: Courtney W. Story <Courtney.Story@nola.gov>; Norman L. White <Norman.White@nola.gov>; Gilbert A.

Montaño <Gilbert.Montano@nola.gov>

Subject: STR Enforcement Phase In

Hi Romy,

I just wanted to follow up on our conversations last week about STR enforcement. Council has asked the CAO to present final plans for increasing staffing for STR Enforcement on Thursday 8.28 at the Governmental Affairs meeting.

Below is the staffing proposal from revenue that was submitted to Council in March. Could you please answer the following questions by **Tuesday 8.26 at 5PM:**

- (1) Are these still the positions needed to for enforcement based on the final regulations?
 - a. If not, please make any corrections.
- (2) The CAO has asked that staff are phased in, instead of hired all at once. Please identify the positions you will hire in phase I (hired by 12.1.19) vs phase II (sometime in 2020 – we will re-evaluate staffing levels and revenue continuously throughout the year).

.....		
Revenue	Collector	1
	Revenue Agent I	2
	Revenue Agent II	1
	Tax Collection Specialist I	1
	Tax Collection Specialist II	1

Additionally, could you please send us the titles and loaded salaries for any of your staff currently working on STR enforcement.

Please follow up with Courtney Story if you have questions.

Thanks,

Chad

Chad J. Brown
Chief of Staff to the Chief Administrative Officer | City of New Orleans
(o) 504.658.8605 | (e) cjbrown@nola.gov

From: [Courtney W. Story](#)
To: [Chad J. Brown](#)
Subject: For Romy
Date: Monday, August 26, 2019 3:06:57 PM

Hi Romy,

I just wanted to follow up on our conversations last week about STR enforcement. Council has asked the CAO to present final plans for increasing staffing for STR Enforcement on Thursday 8.28 at the Governmental Affairs meeting.

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Revenue	Collector	1
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Thanks,

Chad

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From: [Tara G. Richard](#)
To: [Chad J. Brown](#); [Courtney W. Story](#); [Stephanie M. Hennings](#); [Deborah A. Vivien](#); [Norman L. White](#)
Cc: [M. Tyler Russell](#); [Arthur C. Walton](#)
Subject: Re: Governmental Affairs Committee -- August 29 at 10 a.m.
Date: Wednesday, August 21, 2019 5:34:27 PM

That is all I have received as well.

Sent from my Sprint Phone.

----- Original message -----

From: "Chad J. Brown" <cjbrown@nola.gov>
Date: 8/21/19 5:07 PM (GMT-06:00)
To: "Tara G. Richard" <tgrichard@nola.gov>, "Courtney W. Story" <Courtney.Story@nola.gov>, "Stephanie M. Hennings" <smhennings@nola.gov>, "Deborah A. Vivien" <deborah.vivien@nola.gov>, "Norman L. White" <Norman.White@nola.gov>
Cc: "M. Tyler Russell" <mrussell@nola.gov>, "Arthur C. Walton" <Arthur.Walton@nola.gov>
Subject: RE: Governmental Affairs Committee -- August 29 at 10 a.m.

Hi Tara,

As a follow up from the last GA meeting (7/29), information related to cost estimates for STR enforcement and drawdowns of on the Quality of Life Fund were provided to CM Palmer's office.

Following that, her Chief of Staff requested the CAO's office presence to discuss (the above) at the upcoming Governmental Affairs meeting (on Thursday August 29th).

That's the only request I'm aware of.

If I recall, you mentioned to us that the formal request was forthcoming. Please advise?

Thanks.

Chad J. Brown
Chief of Staff to the Chief Administrative Officer | City of New Orleans
(o) 504.658.8605 | (e) cjbrown@nola.gov

From: Tara G. Richard
Sent: Wednesday, August 21, 2019 4:45 PM
To: Chad J. Brown <cjbrown@nola.gov>; Courtney W. Story <Courtney.Story@nola.gov>; Stephanie M. Hennings <smhennings@nola.gov>; Deborah A. Vivien <deborah.vivien@nola.gov>; Norman L. White <Norman.White@nola.gov>
Cc: M. Tyler Russell <mrussell@nola.gov>; Arthur C. Walton <Arthur.Walton@nola.gov>

Subject: Governmental Affairs Committee -- August 29 at 10 a.m.

Have you received any requests from CM Palmer or Moreno for someone from the CAO's office to explain the breakdown in costs on STR enforcement? I put it on the GA calendar last week, but I haven't received anything else from either office.

Thanks.

Tara

Tara Richard

Director of Council Relations

Office of Mayor LaToya Cantrell

City of New Orleans

504-658-4931

From: [Deborah A. Vivien](#)
To: [Gilbert A. Montañó](#)
Subject: FW: Roll Forward Task Force Meeting
Date: Wednesday, August 21, 2019 5:17:43 PM

From: Katie Donahue
Sent: Wednesday, August 21, 2019 2:10 PM
To: Deborah A. Vivien <deborah.vivien@nola.gov>
Subject: RE: Roll Forward Task Force Meeting

Hey Deb, understood. While this will definitely be a kickoff of sorts in terms of the big picture, John and Liana are also very interested in making sure we have all the available information on the front end so we can make informed decisions going forward. Liana specifically mentioned identifying key functions of each attendee as well as possibly establishing subcommittees and assignments, all of which will be helped by any information you have, even if it's not finalized. Thanks!

From: Deborah A. Vivien
Sent: Wednesday, August 21, 2019 1:24 PM
To: Katie Donahue <Kathleen.Donahue@nola.gov>
Subject: RE: Roll Forward Task Force Meeting

Katie, two things:

- 1) The projections are very complicated and need to fit into any narrative that we will have concerning the tsunami of issues coming up in the Fall. If it's ok, I would like to discuss with the group how the roll forward is to be measured (police pay raises, short term rental losses, affordable housing, phase-in) to get an idea of how we should proceed with any modeling. It seems important that as much information as possible is considered on the front end in the hope that we will avoid as much as possible painting ourselves into a corner on the back end.
- 2) I'm expecting updated assessment data today that will show the latest changes allowing me to better estimate the roll back impact and the phase-in cost. From this, I can update the roll forward model that allows a marginal approach as it appears discussions may consider a partial roll forward. I would like to wait for this data which should get me closer to a reasonable magnitude.

Can we please use this first meeting to discuss how this effort will proceed, including the needs related to the bigger picture?

Thanks,

Deb
8-8638

From: Katie Donahue
Sent: Wednesday, August 21, 2019 12:08 PM
To: Deborah A. Vivien <deborah.vivien@nola.gov>
Subject: Roll Forward Task Force Meeting

Hi Deb,

I am putting materials together for tomorrow's meeting and was wondering if you had the following – revenue projections for plugging the gap/relevant assessment info. Please send over anything you think would be useful so I can compile everything beforehand! Appreciate it.

Katie Donahue
Special Assistant to the Chiefs of Staff
Office of Mayor LaToya Cantrell | City of New Orleans
Office: (504) 658-4298
Cell: (504) 578-5426

From: [Tara G. Richard](#)
To: [Chad J. Brown](#); [Courtney W. Story](#); [Gilbert A. Montaño](#); [Norman L. White](#); [Deborah A. Vivien](#); [Romy S. Samuel](#); [Stephanie M. Hennings](#)
Cc: [M. Tyler Russell](#); [John D. Pourciau](#); [Liana Elliott](#); [Arthur C. Walton](#); [Joshua A. Zuckerman](#); [Jabarie R. Walker](#); [Rosine Pemasanga](#); [Miles H. Tepper](#); [Monika A. Gerhart](#); [Daniel Jatres](#); [Katie Donahue](#)
Subject: Signed Copies of Ordinance (STR)
Date: Wednesday, August 21, 2019 1:44:25 PM
Attachments: 028157 MCS.pdf

Just making sure you have a copy of this STR Ordinance (as amended).

Thanks.

Tara

From: [Zachary R. Smith](#)
To: [Gilbert A. Montañó](#)
Subject: FW: Notes on STR Enforcement Staffing for CAO Montañó.docx
Date: Wednesday, August 21, 2019 12:27:53 PM
Attachments: Notes on STR Enforcement Staffing for CAO Montañó.docx

My mistake. This did not have you on the email originally.

Zachary Smith, AIA, CBO
Director
Department of Safety & Permits
zrsmith@nola.gov
504-658-7114

From: Jennifer R. Cecil
Sent: Monday, August 19, 2019 6:42 PM
To: Chad J. Brown <cjbrown@nola.gov>; Courtney W. Story <Courtney.Story@nola.gov>
Cc: Deborah A. Vivien <deborah.vivien@nola.gov>; Zachary R. Smith <zrsmith@nola.gov>; Ashley J. Becnel <ajbecnel@nola.gov>; Chad C. Dyer <ccdyer@nola.gov>
Subject: Notes on STR Enforcement Staffing for CAO Montañó.docx

Chad and Courtney,

Please find attached the information for Mr. Montañó as discussed on Friday. Please let me know if I left anything out or can supply anything else.

Thanks,
Jen

Jennifer Cecil
Director, One Stop for Permits & Licenses
1300 Perdido St. | Rm 7E07 | New Orleans, LA | 70112
jrcecil@nola.gov | Work: (504) 658-8661 | Mobile: (504) 258-5515

From: [Deborah A. Vivien](#)
To: [Gilbert A. Montañó](#); [Chad J. Brown](#); [Courtney W. Story](#)
Subject: STR spending memo
Date: Tuesday, August 20, 2019 6:16:23 PM
Attachments: STR spending memo.docx

Reasoning behind the spending discussion hopefully occurring prior to the public meeting.

From: [Courtney W. Story](#)
To: [Romy S. Samuel](#)
Cc: [Norman L. White](#); [Chad J. Brown](#); [Jennifer R. Cecil](#); [Mailan T. Le](#)
Subject: RE: Gov Affairs Meeting Prep
Date: Tuesday, August 20, 2019 9:40:33 AM

Hi Romy –

Council hasn't provided specific requirements outside of asking that the administration expand enforcement efforts. Gilbert has asked that the subject matter experts make recommendations for what staffing levels they feel will best accomplish their own internal goals for increasing enforcement efforts.

Let me know if you have any other questions or need any more information.

Thanks,

Courtney

--

Courtney Werpy Story, MPH
Innovation Manager
City of New Orleans

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Desk 504.658.7674 | Mobile 504.377.0296 | Email courtney.story@nola.gov

From: Romy S. Samuel
Sent: Tuesday, August 20, 2019 9:01 AM
To: Courtney W. Story
Cc: Norman L. White; Chad J. Brown; Jennifer R. Cecil; Mailan T. Le
Subject: RE: Gov Affairs Meeting Prep

Courtney,

Thanks for the updates. It's important to know what the enforcement expectations are so we are able to hire the appropriate staff to handle the task effectively. We've gone through several versions of the enforcement conversation and its changed from the initial discussion. To that end, if the Council is expecting more audits, I may need to adjust Revenue's request to include more Auditors. Do we know what the Council expects by way of enforcement? We want to be as effective as we can and hire who we need to accomplish this assignment. Please advise.

Romy Schofield-Samuel
Collector of Revenue
City of New Orleans
Department of Finance
Bureau of Revenue
(504)658-1679-Direct
(504)342-6172-Mobile
rssamuel@nola.gov

From: Courtney W. Story

Sent: Monday, August 19, 2019 6:15 PM

To: Romy S. Samuel <rssamuel@nola.gov>

Cc: Norman L. White <Norman.White@nola.gov>; Chad J. Brown <cjbrown@nola.gov>; Jennifer R. Cecil <jrcecil@nola.gov>; Mailan T. Le <mtle@nola.gov>

Subject: RE: Gov Affairs Meeting Prep

Hey Romy,

Just wanted to follow up – I've been out of the office at Jury Duty today so just had a chance to catch up on e-mails... sorry for the delay.

Earlier this year the CAO worked with finance and S&P to propose increasing staffing for STR enforcement per the request of council. The proposed staff/funding levels that were sent to council in the attached memo are below. The costs were based on salaries + fringes for each position as well as funding the other operating budget to fund computers and other tech.

Implementation Costs

In order to ensure that the City is adequately staffed to handle Short Term Rental Enforcement, the following positions are needed:

Dept.	Position	Personal Services	Other Operating	Total Cost
Safety & Permits	(2) Code Enforcement Inspectors;	\$226,958	\$20,000	\$246,958
	(2) Code Enforcement Inspector Supervisors			
	(3) Staff members exclusively for web-based enforcement			
Law	(3) Attorneys	\$ 405,877	\$0	\$405,877
	Platform Accountability Fund*	\$0	\$1,000,000	\$1,000,000
Revenue	(1) Collector; (1) Revenue Agent II; (2) Revenue Agent I, (1) Tax Collection Specialist I; and (1) Tax Collection Specialist II	\$290,522	\$50,000	\$290,522
Total Implementation Costs		\$2,205,748		

* Fund dedicated to litigation efforts required to defend any platform regulations enacted or other challenges to the law

This information was sent to council with the caveat that it may change due to the uncertainty surrounding their final rule changes. Gilbert was asked to present on both current and proposed STR enforcement efforts now that the rules are final. While we know a substantial amount of enforcement is borne through indirect costs, finance, law, and S&P incur the brunt of the direct costs, which is why we are focusing on these departments first.

As Chad mentioned in another e-mail - we are hoping to provide Gilbert with confirmation that the above staffing is correct based on the final rules, and if not, what changes need to be made. Gilbert also asked departments to provide information about a phased in approach for hiring, as opposed to hiring all at once, as well as for information regarding how many of your current staff are dedicated to STR tax collection/enforcement.

Let me know if you have any questions or need any other information.

Thanks,

Courtney

--

Courtney Werpy Story, MPH
Innovation Manager
City of New Orleans

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Desk 504.658.7674 | Mobile 504.377.0296 | Email courtney.story@nola.gov

From: Romy S. Samuel
Sent: Monday, August 19, 2019 5:14 PM
To: Jennifer R. Cecil <jrcecil@nola.gov>
Cc: Chad J. Brown <cjbrown@nola.gov>; Mailan T. Le <mtle@nola.gov>; Norman L. White <Norman.White@nola.gov>
Subject: FW: Gov Affairs Meeting Prep

Jennifer,

Do you have information regarding Chad's statement below as it relates to Revenue? If so, please forward those immediately and any pertinent information explaining background on how the numbers were generated. Thanks.

Romy Schofield-Samuel
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From: Chad J. Brown
Sent: Monday, August 19, 2019 4:20 PM
To: Romy S. Samuel <rssamuel@nola.gov>; Courtney W. Story <Courtney.Story@nola.gov>; Mailan T. Le <mtle@nola.gov>
Cc: Norman L. White <Norman.White@nola.gov>
Subject: RE: Gov Affairs Meeting Prep

Hey Romy,

Anthony (from Revenue was able to attend).

We will be creating a presentation for the CAO to present on both the breakdown of the Quality of Life Fund and the breakdown in costs on STR enforcement (revised).

You may want to check in with Jen to revise or update any Revenue relate costs for enforcement (based on any guidance from Jen and discussions from the last GA meeting).



Thanks.

Chad J. Brown

Chief of Staff to the Chief Administrative Officer | City of New Orleans

(o) 504.658.8605 | (e) cjbrown@nola.gov

From: [Chad J. Brown](#)
To: [Courtney W. Story](#)
Subject: Re: Gov Affairs Meeting Prep
Date: Tuesday, August 20, 2019 9:38:03 AM

Yes.. say that..

Sent from my iPhone

On Aug 20, 2019, at 9:16 AM, Courtney W. Story <Courtney.Story@nola.gov> wrote:

Let me know how you want me to respond. Basically you already answered this question... council hasn't given specific instructions so it's whatever the SMEs feel will best accomplish their own internal goals

--

Courtney Werpy Story, MPH
Innovation Manager
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Courtney

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City of New Orleans

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enforcement (based on any guidance from Jen and discussions from the last GA meeting).

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Chad J. Brown

Chief of Staff to the Chief Administrative Officer | City of New Orleans

(o) 504.658.8605 | (e) cjbrown@nola.gov

From: [Jennifer R. Cecil](#)
To: [Courtney W. Story](#)
Subject: RE: Gov Affairs Meeting Prep
Date: Monday, August 19, 2019 5:59:24 PM
Attachments: CAO_Memo.ShortTermRentalEnforcement.pdf

Sure, Romy.

The chart below is from the attached memo that Gilbert sent back in February. What I understand he has asked us to do is to present him with some different scenarios based on the law as passed so that he can answers Council questions about his proposed staffing plan.

I'm sending information to Chad Brown showing him:

1. Our current staffing level related to STRs
2. What we anticipated needing back in the February Memo
3. What a first step/phase of the February Memo might look like
4. What a second step/phase of the February Memo might look like

We are also including some charts and graphs related the frequency of STR complaints and numbers of violation cases. I think he'd like any information that is relevant to his decision making or that supports that additional agents leads to additional collections type thing

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Dept	Job Code	Job Title	Annual Rate	Salary with Benefits
FIN	C0450	REVENUE COLLECTOR	\$90,567.00	\$127,691.86
FIN	C0445	REVENUE FIELD AGENT	\$40,896.00	\$62,702.33
FIN	C0441	REVENUE FIELD SPECIALIST I	\$53,570.00	\$79,284.99
FIN	C0442	REVENUE FIELD SPECIALIST II	\$56,488.00	\$83,103.90
FIN	C0438	TAX COLLECTION SPECIALIST I	\$31,117.00	\$49,909.48
FIN	C0440	TAX COLLECTION SPECIALIST II	\$34,368.00	\$54,164.09
Subtotal FIN				\$456,856.65

Jennifer Cecil

Director, One Stop for Permits & Licenses
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Collector of Revenue

City of New Orleans

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Subject: RE: Gov Affairs Meeting Prep

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Thanks.

Chad J. Brown

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From: [Chad J. Brown](#)
To: [Romy S. Samuel](#)
Cc: [Courtney W. Story](#); [Norman L. White](#)
Subject: RE: STR
Date: Monday, August 19, 2019 5:58:29 PM

Hey Romy,

Nothing it has not been articulated or formalized. I believe we were going to look at all staffing options (based on costs) for being:

- Fully staffed
- An Incremental staff (phase in)
- Light staff

The thinking is to understand the impacts on revenue of the new regulations.

Chad J. Brown
Chief of Staff to the Chief Administrative Officer | City of New Orleans
(o) 504.658.8605 | (e) cjbrown@nola.gov

From: Romy S. Samuel
Sent: Monday, August 19, 2019 5:18 PM
To: Chad J. Brown <cjbrown@nola.gov>
Cc: Courtney W. Story <Courtney.Story@nola.gov>; Norman L. White <Norman.White@nola.gov>
Subject: STR

Chad,

Has it ever been articulated what the Council's expectation for enforcement is for Revenue? The conversation has changed since its inception and I'm not aware of what the ask is. Please advise.

Romy Schofield-Samuel
Collector of Revenue
City of New Orleans
Department of Finance
Bureau of Revenue
(504)658-1679-Direct
(504)342-6172-Mobile
rssamuel@nola.gov

From: [Romy S. Samuel](#)
To: [Chad J. Brown](#); [Courtney W. Story](#); [Mailan T. Le](#)
Cc: [Norman L. White](#)
Subject: RE: Gov Affairs Meeting Prep
Date: Monday, August 19, 2019 5:05:50 PM

According to a news report, Finance received 12.2% of the STR enforcement funding, did this ever materialize? Its roughly \$730k, was that ever appropriated to Revenue? Please advise. Thanks.

From: Chad J. Brown
Sent: Monday, August 19, 2019 4:20 PM
To: Romy S. Samuel <rssamuel@nola.gov>; Courtney W. Story <Courtney.Story@nola.gov>; Mailan T. Le <mtle@nola.gov>
Cc: Norman L. White <Norman.White@nola.gov>
Subject: RE: Gov Affairs Meeting Prep

Hey Romy,

Anthony (from Revenue was able to attend).

We will be creating a presentation for the CAO to present on both the breakdown of the Quality of Life Fund and the breakdown in costs on STR enforcement (revised).

You may want to check in with Jen to revise or update any Revenue relate costs for enforcement (based on any guidance from Jen and discussions from the last GA meeting).

Thanks.

Chad J. Brown
Chief of Staff to the Chief Administrative Officer | City of New Orleans
(o) 504.658.8605 | (e) cjbrown@nola.gov

From: Romy S. Samuel
Sent: Monday, August 19, 2019 11:44 AM
To: Courtney W. Story <Courtney.Story@nola.gov>; Mailan T. Le <mtle@nola.gov>
Cc: Chad J. Brown <cjbrown@nola.gov>; Norman L. White <Norman.White@nola.gov>
Subject: RE: Gov Affairs Meeting Prep

Courtney,

Did this meeting occur? Can you forward the notes?

From: Courtney W. Story
Sent: Friday, August 16, 2019 9:13 AM
To: Romy S. Samuel <rssamuel@nola.gov>; Mailan T. Le <mtle@nola.gov>

Cc: Chad J. Brown <cjbrown@nola.gov>; Norman L. White <Norman.White@nola.gov>

Subject: Gov Affairs Meeting Prep

Hi Romy and Mailan,

The Gov Affairs committee asked Gilbert to present on 8.29 regarding Short Term Rental enforcement. Gilbert will be out of town next week - so we are hoping that we can make the most of the 30 minute prep meeting we have today so he feels comfortable speaking on the topic to the committee.

Could you all please bring some data on STR enforcement to this afternoon's meeting that highlights the enforcement efforts you all conduct? I'm not entirely sure what data would be appropriate or is easily available – but we are hoping to provide council with an overview of the “current state”.

Thanks and let me know if you have any questions or need any support.

Courtney

--

Courtney Werpy Story, MPH

Innovation Manager

City of New Orleans

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112

Desk 504.658.7674 | Mobile 504.377.0296 | Email courtney.story@nola.gov

From: [Chad J. Brown](#)
To: [Gilbert A. Montaño](#)
Cc: [Deborah A. Vivien](#); [Courtney W. Story](#)
Subject: RE: 8.29 Gov Affairs Prep - Follow Up
Date: Monday, August 19, 2019 5:03:17 PM

OK.

Courtney just sent an invite with the call information.

Chad J. Brown
Chief of Staff to the Chief Administrative Officer | City of New Orleans
(o) 504.658.8605 | (e) cjbrown@nola.gov

From: Gilbert A. Montaño
Sent: Monday, August 19, 2019 4:58 PM
To: Chad J. Brown <cjbrown@nola.gov>
Cc: Deborah A. Vivien <deborah.vivien@nola.gov>; Courtney W. Story <Courtney.Story@nola.gov>
Subject: Re: 8.29 Gov Affairs Prep - Follow Up

I'm free.

Sent from my iPhone

On Aug 19, 2019, at 5:04 PM, Chad J. Brown <cjbrown@nola.gov> wrote:

OK. Let me know the best time and we can arrange a conference line.

Chad J. Brown
Chief of Staff to the Chief Administrative Officer | City of New Orleans
(o) 504.658.8605 | (e) cjbrown@nola.gov

From: Gilbert A. Montaño
Sent: Monday, August 19, 2019 3:53 PM
To: Deborah A. Vivien <deborah.vivien@nola.gov>
Cc: Chad J. Brown <cjbrown@nola.gov>; Courtney W. Story <Courtney.Story@nola.gov>
Subject: Re: 8.29 Gov Affairs Prep - Follow Up

Not sure what dynamic or confusion is happening. Let's get on a call after my last lecture today. I will be calling Council BEFORE the Committee, mainly CM Palmer.

Sent from my iPhone

On Aug 19, 2019, at 4:50 PM, Deborah A. Vivien <deborah.vivien@nola.gov> wrote:

From this, it is my understanding that Gilbert will be calling the CMs

directly. Will those calls occur before the GA meeting or after? It has more to do with when he needs the information than it does with the presentation per se.

From: Chad J. Brown
Sent: Monday, August 19, 2019 3:41 PM
To: Deborah A. Vivien <deborah.vivien@nola.gov>; Gilbert A. Montaño <Gilbert.Montano@nola.gov>
Cc: Courtney W. Story <Courtney.Story@nola.gov>
Subject: RE: 8.29 Gov Affairs Prep - Follow Up

Yes, and Gilbert said (in our meeting) that he would be calling the CMs directly to discuss just that.

I'm not sure that that has to do with his presentation.

Chad J. Brown
Chief of Staff to the Chief Administrative Officer | City of New Orleans
(o) 504.658.8605 | (e) cjbrown@nola.gov

From: Deborah A. Vivien
Sent: Monday, August 19, 2019 3:38 PM
To: Chad J. Brown <cjbrown@nola.gov>; Gilbert A. Montaño <Gilbert.Montano@nola.gov>
Cc: Courtney W. Story <Courtney.Story@nola.gov>
Subject: RE: 8.29 Gov Affairs Prep - Follow Up

Gilbert, you and I discussed talking to the Council members prior to the meeting about the STR enforcement costs in an effort to connect it with sharply declining revenue in light of the platform's agreeing to enforce. Has that initiative changed to after the presentation?

Thanks,

Deb

From: Chad J. Brown
Sent: Monday, August 19, 2019 3:31 PM
To: Deborah A. Vivien <deborah.vivien@nola.gov>; Gilbert A. Montaño <Gilbert.Montano@nola.gov>
Cc: Courtney W. Story <Courtney.Story@nola.gov>; Jennifer R. Cecil <jrcecil@nola.gov>; Zachary R. Smith <zrsmith@nola.gov>; Romy S. Samuel <rssamuel@nola.gov>; Norman L. White

<Norman.White@nola.gov>

Subject: RE: 8.29 Gov Affairs Prep - Follow Up

I understand that Gilbert will be presenting and will be following up with specific Councilmembers directly.

Chad J. Brown

Chief of Staff to the Chief Administrative Officer | City of New Orleans
(o) 504.658.8605 | (e) cjbrown@nola.gov

From: Deborah A. Vivien

Sent: Friday, August 16, 2019 4:18 PM

To: Chad J. Brown <cjbrown@nola.gov>; Gilbert A. Montaño <Gilbert.Montano@nola.gov>

Cc: Courtney W. Story <Courtney.Story@nola.gov>; Jennifer R. Cecil <jrcecil@nola.gov>; Zachary R. Smith <zrsmith@nola.gov>; Romy S. Samuel <rssamuel@nola.gov>; Norman L. White <Norman.White@nola.gov>

Subject: RE: 8.29 Gov Affairs Prep - Follow Up

Are we going to try to talk to Council before the agenda is released?

From: Chad J. Brown

Sent: Friday, August 16, 2019 4:15 PM

To: Gilbert A. Montaño <Gilbert.Montano@nola.gov>

Cc: Courtney W. Story <Courtney.Story@nola.gov>; Deborah A. Vivien <deborah.vivien@nola.gov>; Jennifer R. Cecil <jrcecil@nola.gov>; Zachary R. Smith <zrsmith@nola.gov>; Romy S. Samuel <rssamuel@nola.gov>; Norman L. White <Norman.White@nola.gov>

Subject: 8.29 Gov Affairs Prep - Follow Up

Hi Gilbert,

After you left, the team solidified plans to complete both the narrative and presentation for the Government Affair meeting (8/29). As discussed, our priority will be completing the narrative first.

Please keep us posted on any Council conversations you have in the meantime (as they may potentially inform the presentation). If you need anything to prepare for your call with CM Palmer, let me know and I will have the team pull it together this evening.

By EOD on Tuesday, I will ask Deb and Jen to provide Courtney and I with their pieces of the narrative. From there, Courtney and I will organize everything in a way that flows and tells the story. We will also build the

presentation from the narrative. Our goal is to have a draft for your review by end of day on Wednesday.

Let me know if you would like to set up a conference call on Thursday afternoon to discuss. Note that will have a few days the week to August 26 to do any final preparations.

Thanks,

Chad J. Brown

Chief of Staff to the Chief Administrative Officer | City of New Orleans

(o) 504.658.8605 | (e) cjbrown@nola.gov

From: [Courtney W. Story](#)
To: [Chad J. Brown](#)
Subject: FW: Gov Affairs Meeting Prep
Date: Monday, August 19, 2019 11:44:41 AM

Can you follow up w/Romy on this? I'm not sure we needed any action items from their team.

--

Courtney Werpy Story, MPH
Innovation Manager
City of New Orleans

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112
Desk 504.658.7674 | Mobile 504.377.0296 | Email courtney.story@nola.gov

From: Romy S. Samuel
Sent: Monday, August 19, 2019 11:44 AM
To: Courtney W. Story; Mailan T. Le
Cc: Chad J. Brown; Norman L. White
Subject: RE: Gov Affairs Meeting Prep

Courtney,

Did this meeting occur? Can you forward the notes?

From: Courtney W. Story
Sent: Friday, August 16, 2019 9:13 AM
To: Romy S. Samuel <rssamuel@nola.gov>; Mailan T. Le <mtle@nola.gov>
Cc: Chad J. Brown <cjbrown@nola.gov>; Norman L. White <Norman.White@nola.gov>
Subject: Gov Affairs Meeting Prep

Hi Romy and Mailan,

The Gov Affairs committee asked Gilbert to present on 8.29 regarding Short Term Rental enforcement. Gilbert will be out of town next week - so we are hoping that we can make the most of the 30 minute prep meeting we have today so he feels comfortable speaking on the topic to the committee.

Could you all please bring some data on STR enforcement to this afternoon's meeting that highlights the enforcement efforts you all conduct? I'm not entirely sure what data would be appropriate or is easily available – but we are hoping to provide council with an overview of the “current state”.

Thanks and let me know if you have any questions or need any support.

Courtney

--

Courtney Werpy Story, MPH
Innovation Manager
City of New Orleans

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112
Desk 504.658.7674 | Mobile 504.377.0296 | Email courtney.story@nola.gov

From: [Jennifer R. Cecil](#)
To: [Chad J. Brown](#); [Courtney W. Story](#); [Deborah A. Vivien](#)
Subject: Fwd: Media Request (time sensitive)
Date: Friday, August 16, 2019 3:15:06 PM

Below are my draft answers to the questions from fox8

Jennifer Cecil
1300 Perdido St., Rm. 7W03, New Orleans, LA 70112
(504) 258-5515; jrcecil@nola.gov

Begin forwarded message:

From: "Joseph M. Caruso" <Joseph.Caruso@nola.gov>
Date: August 13, 2019 at 8:04:23 PM CDT
To: "Jennifer R. Cecil" <jrcecil@nola.gov>
Cc: "Zachary R. Smith" <zrsmith@nola.gov>
Subject: Re: Media Request (time sensitive)

I'll give you a call about this tomorrow. Gilbert did an interview with Fox 8 late in the day

Sent from my iPhone

On Aug 13, 2019, at 7:45 PM, Jennifer R. Cecil <jrcecil@nola.gov> wrote:

- 1.) How has the \$6 million designated for enforcement been divied up?
Please refer this question to CAO's Office. If they refuse comment, maybe say something like : This fund is a drawdown fund, which means the money is not received in an upfront allotment. Rather the city has to submit requests to draw it down based on its actual expenditures. It has been drawn down on the basis of many departments real costs of enforcing the impacts of Short Term Rentals. As with anything else under this administration, enforcement is holistic interagency endeavor. These funds have been used to cover the costs of departments performing nuisance, zoning, and tax enforcement and adjudications like the Bureau of Revenue, Department of Safety and Permits, and City Attorney's Office. It has also been drawn down on the basis of departments analyzing the effectiveness of regulations and drafting new ones such as City Planning Commission, Economic Development, and City Council.
- 2.) Does the city have enough money for enforcement?
Please refer this question to CAO's Office. If they refuse comment, maybe say something like:: "The City will fund enforcement through fees and funding from sources like the State Quality of Life Fund. Enforcement will be adequately funded to ensure the changes in regulations are

meaningfully adhered to. We are committed to maximizing the impact of the funds that we are able to seek reimbursement for, and are working diligently to ensure that we will not overspend as new regulations take effect and cause revenue fluctuations.”

3.) Is the city considering creating an “enforcement office”? **Mr. Caruso – Please edit this down for the inquirer. The attached memo from Gilbert to Helena summarizes this sort of on P2**

R-19-7 resolved that CAO should examine “the feasibility of creating a standalone office to strengthen short term enforcement so that monies from the NOQLF are not distributed to multiple City Departments.”

Challenges: Constraints of Authority based on the Home Rule Charter and Multi-Agency Duties

- <!--[if !supportLists]-->1. <!--[endif]-->The power to administer and enforce the zoning ordinances, as well as any other laws and regulations under which permits are required, rests with the Department of Safety and Permits (“Safety & Permits”) under Section 4-702(1).
- <!--[if !supportLists]-->2. <!--[endif]-->Safety and Permits also has the exclusive authority to issue permits under the Charter (Section 4-702(2)).
- <!--[if !supportLists]-->3. <!--[endif]-->Collection of taxes and fees is delegated by Charter to the Department of Finance (“Finance”) in Section 4-1301(1).
- <!--[if !supportLists]-->4. <!--[endif]-->While most enforcement activity can be located in a single unified office, there are other enforcement actions related to Short Term Rental activities that inseparably involve other agencies in direct and indirect manners. For instance, the City Planning Commission continues to perform studies aimed to altering what standards are enforced; Neighborhood Engagement will continue to exist as a point of access for bringing complaints to the city’s attention; NOPD will respond to disruptive and suspicious activity; the Bureau of Accounting will approve of fines and fees deposited in the City’s General Ledger; etc.

Recommendation: Assign Most STR Enforcement to S&P and Expand Dedicated Legal Capacity

- 1. & 2. Any office established for unified STR enforcement would have to exist within an agency authorized by the City Charter. The overwhelming majority of the concerns from the public and City Council related to Short Term Rental enforcement are zoning violations. Since the Department of Safety and

Permits is the only agency authorized to interpret and enforce zoning matters, it is recommended that Safety and Permits is best suited to house such an office.

3. Tax collection may only be performed by the Department of Finance. Due to the confidential nature of tax information pursuant to LA RS 47:349, it is likely not possible nor appropriate to assign revenue agents or their duties to another department. However, since most public facing functions are not related to such information, having a dedicated, but separate unit in the Department of Finance dedicated to Short Term Rentals would most appropriate. Additionally, there are a number of similar issues which, by necessity, concern both Finance and Safety & Permits, including Alcoholic Beverage Outlet permits, occupational licensure, and other related issues.
4. It is operationally inefficient and legally problematic to incorporate every single activity, like the examples in 4 above, that is ancillary to STR enforcement in a single office. Nearly all direct costs for what the council perceives as enforcement may be located within a single office—the Department of Safety and Permits. There is and will continue to a justification for some portion of NOQLF fund to be deposited in the General Fund.

Jennifer Cecil

Director, One Stop for Permits & Licenses

1300 Perdido St. | Rm 7E07 | New Orleans, LA | 70112

jrcecil@nola.gov | Work: (504) 658-8661 | Mobile: (504) 258-5515

-----Original Message-----

From: Zachary R. Smith

Sent: Tuesday, August 13, 2019 4:04 PM

To: Joseph M. Caruso <Joseph.Caruso@nola.gov>

Cc: Jennifer R. Cecil <jrcecil@nola.gov>

Subject: Re: Media Request (time sensitive)

Some of these will be best answered by the CAOs office.

Zachary Smith, AIA, CBO

Director

Department of Safety & Permits

zrsmith@nola.gov

504-658-7114

> On Aug 13, 2019, at 3:42 PM, Joseph M. Caruso
<Joseph.Caruso@nola.gov> wrote:
>
> Here is what I got from her:
>
> -----Original Message-----
> From: Mozzone, Katherine [<mailto:kmozzone@fox8live.com>]
> Sent: Tuesday, August 13, 2019 2:42 PM
> To: DIST_Communications <Communications@nola.gov>
> Subject: Media Request (time sensitive)
>
> EMAIL FROM EXTERNAL SENDER
>
>
>
> My existing request for an interview still stands. However, I have a few
other questions related to enforcement that may be better answered by
administration.
>
> 1.) How has the \$6 million designated for enforcement been divied up?
>
> 2.) Does the city have enough money for enforcement?
>
> 3.) Is the city considering creating an “enforcement office”?
>
> Thanks!
> Katherine
>
> Sent from my iPhone

<CAO_Memo.ShortTermRentalEnforcement.pdf>

From: [Zachary R. Smith](#)
To: [Courtney W. Story](#)
Cc: [Jennifer R. Cecil](#); [Chad J. Brown](#)
Subject: Re: Gov Affairs Meeting Prep
Date: Friday, August 16, 2019 10:53:54 AM

I'm in Austin at an STR thing. I know Jen will knock it out of the park for y'all.

Zachary Smith, AIA, CBO
Director
Department of Safety & Permits
zrsmith@nola.gov
504-658-7114

On Aug 16, 2019, at 9:07 AM, Courtney W. Story <Courtney.Story@nola.gov> wrote:

Hi Jen and Zach,

Gilbert will be out of town next week so we are hoping that we can make the most of the 30 minute prep meeting we have today so he feels comfortable speaking on the topic to the committee.

Could you all please bring some data on enforcement to this afternoon's meeting - both pre and most moratorium. We want to highlight to the council (again) what efforts we are already taking. We are asking the same of revenue.

I was thinking that the data should include number of cases, number of cases adjudicated, length from complaint to resolution, volume of complaints received, etc. Y'all know the data available much better than I so feel free to include whatever you feel is most appropriate.

Thanks and let me know if you have any questions or need any support.

Courtney

--

Courtney Werpy Story, MPH
Innovation Manager
City of New Orleans

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112
Desk 504.658.7674 | Mobile 504.377.0296 | Email courtney.story@nola.gov

From: [Chad J. Brown](#)
To: [Chad J. Brown](#); [Stephanie M. Hennings](#); [Courtney W. Story](#)
Subject: FW: STR enforcement estimates
Date: Wednesday, August 14, 2019 3:13:38 PM
Attachments: image001.png

Chad J. Brown

Chief of Staff to the Chief Administrative Officer | City of New Orleans
(o) 504.658.8605 | (e) cjbrown@nola.gov

From: Andrew J. Sullivan
Sent: Wednesday, August 14, 2019 2:53 PM
To: Deborah A. Vivien <deborah.vivien@nola.gov>; Gilbert A. Montaño <Gilbert.Montano@nola.gov>
Cc: Tara G. Richard <tgrichard@nola.gov>
Subject: RE: STR enforcement estimates

Hi Deb and Gilbert,

Thank you for providing this breakdown. Cm. Palmer is asking for a budget narrative explaining the spreadsheets, and is also requesting your presence at the Governmental Affairs meeting on Thursday August 29th at 10am to discuss. Please let me know if you have any questions. Thanks!

Andrew Sullivan

Chief of Staff

Councilmember Kristin Gisleson Palmer, District 'C'
1300 Perdido St., Room 2W70
New Orleans, Louisiana 70112

Andrew.Sullivan@nola.gov

Office: (504) 658-1032

Cell: (504) 496-8889

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From: Deborah A. Vivien
Sent: Tuesday, August 13, 2019 6:43 PM
To: Kristin G. Palmer <Kristin.Palmer@nola.gov>; Helena N. Moreno <Helena.Moreno@nola.gov>; Joseph I. Giarrusso <Joseph.Giarrusso@nola.gov>; Jared C. Brossett <jcbrossett@nola.gov>; Cyndi Nguyen <Cyndi.Nguyen@nola.gov>
Cc: Gilbert A. Montaño <Gilbert.Montano@nola.gov>; David S. Gavlinski <dsgavlinski@nola.gov>; Calvin J. Aguillard <cjaguillard@nola.gov>; Andrew V. Tuozzolo <avtuozzolo@nola.gov>; Andrew J.

Sullivan <Andrew.Sullivan@nola.gov>; Domonique C. Dickerson <dcdickerson@nola.gov>; Amanda B. Rizzo <Amanda.Rizzo@nola.gov>; Terrie C. Guerin <tguerin@nola.gov>; Tara G. Richard <tgrichard@nola.gov>

Subject: STR enforcement estimates

All,

Attached are the cost estimates for STR enforcement as requested at the Governmental Affairs Committee meeting. In the attached Expenditures file, the two columns are related to the first and second draws on the Quality of Life Fund of \$2M and \$4.1M. These are the Other Operating expenses from July 1, 2018 through February 22, 2019. The salaries and related benefits are added as Personal Services for a total STR enforcement effort.

The Agency Assumptions file contains the estimated percentage of each agency's general fund expenditures that were utilized for code enforcement.

Please get in touch with questions.

Thanks,

Deb

davivien@nola.gov

Office: 504.658.8638

Cell: 504.313.0699

1300 Perdido Street
New Orleans, LA 70112

From: [Tara G. Richard](#)
To: [Chad J. Brown](#); [Courtney W. Story](#); [Stephanie M. Hennings](#); [M. Tyler Russell](#); [Deborah A. Vivien](#)
Subject: Fwd: STR enforcement estimates
Date: Wednesday, August 14, 2019 3:07:05 PM
Attachments: image001.png

Fyi.

Sent from my Sprint Phone.

----- Original message -----

From: "Andrew J. Sullivan" <Andrew.Sullivan@nola.gov>
Date: 8/14/19 2:53 PM (GMT-06:00)
To: "Deborah A. Vivien" <deborah.vivien@nola.gov>, "Gilbert A. Montano" <Gilbert.Montano@nola.gov>
Cc: "Tara G. Richard" <tgrichard@nola.gov>
Subject: RE: STR enforcement estimates

Hi Deb and Gilbert,

Thank you for providing this breakdown. Cm. Palmer is asking for a budget narrative explaining the spreadsheets, and is also requesting your presence at the Governmental Affairs meeting on Thursday August 29th at 10am to discuss. Please let me know if you have any questions. Thanks!

Andrew Sullivan
Chief of Staff

Councilmember Kristin Gisleson Palmer, District 'C'
1300 Perdido St., Room 2W70
New Orleans, Louisiana 70112
Andrew.Sullivan@nola.gov
Office: (504) 658-1032
Cell: (504) 496-8889

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From: Deborah A. Vivien
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To: Kristin G. Palmer <Kristin.Palmer@nola.gov>; Helena N. Moreno <Helena.Moreno@nola.gov>; Joseph I. Giarrusso <Joseph.Giarrusso@nola.gov>; Jared C. Brossett <jcbrossett@nola.gov>; Cyndi Nguyen <Cyndi.Nguyen@nola.gov>
Cc: Gilbert A. Montano <Gilbert.Montano@nola.gov>; David S. Gavlinski <dsgavlinski@nola.gov>;

Calvin J. Aguiard <cjaguillard@nola.gov>; Andrew V. Tuozzolo <avtuozzolo@nola.gov>; Andrew J. Sullivan <Andrew.Sullivan@nola.gov>; Domonique C. Dickerson <dc dickerson@nola.gov>; Amanda B. Rizzo <Amanda.Rizzo@nola.gov>; Terrie C. Guerin <tguerin@nola.gov>; Tara G. Richard <tgrichard@nola.gov>

Subject: STR enforcement estimates

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The Agency Assumptions file contains the estimated percentage of each agency's general fund expenditures that were utilized for code enforcement.

Please get in touch with questions.

Thanks,

Deb

davivien@nola.gov

Office: 504.658.8638

Cell: 504.313.0699

1300 Perdido Street
New Orleans, LA 70112

From: [Chad J. Brown](#)
To: [Chad J. Brown](#); [Courtney W. Story](#)
Subject: FW: STR enforcement estimates
Date: Wednesday, August 14, 2019 9:47:13 AM
Attachments: Agency Assumptions STR.pdf
Expenditures by QOL drawdown STR.pdf

Chad J. Brown
Chief of Staff to the Chief Administrative Officer | City of New Orleans
(o) 504.658.8605 | (e) cjbrown@nola.gov

From: Deborah A. Vivien
Sent: Tuesday, August 13, 2019 6:43 PM
To: Kristin G. Palmer <Kristin.Palmer@nola.gov>; Helena N. Moreno <Helena.Moreno@nola.gov>; Joseph I. Giarrusso <Joseph.Giarrusso@nola.gov>; Jared C. Brossett <jcbrossett@nola.gov>; Cyndi Nguyen <Cyndi.Nguyen@nola.gov>
Cc: Gilbert A. Montaño <Gilbert.Montano@nola.gov>; David S. Gavlinski <dsgavlinski@nola.gov>; Calvin J. Aguiard <cjaguillard@nola.gov>; Andrew V. Tuozzolo <avtuozzolo@nola.gov>; Andrew J. Sullivan <Andrew.Sullivan@nola.gov>; Domonique C. Dickerson <dcDickerson@nola.gov>; Amanda B. Rizzo <Amanda.Rizzo@nola.gov>; Terrie C. Guerin <tguerin@nola.gov>; Tara G. Richard <tgrichard@nola.gov>
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Deb

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1300 Perdido Street
New Orleans, LA 70112

From: [Jonathan T. Wisbey](#)
To: [Deborah A. Vivien](#)
Subject: RE: expenditure data for STR dedication
Date: Tuesday, August 13, 2019 7:47:04 PM
Attachments: Copy of Exp data headings.xlsx

Deb,

I think this should be what you need.

Jon

From: Deborah A. Vivien
Sent: Monday, August 12, 2019 1:55 PM
To: Jonathan T. Wisbey <jtwisbey@nola.gov>
Subject: expenditure data for STR dedication

Jon,

We spoke a while back about pulling expenditure data from Great Plains for the Quality of Life CEA. Attached are the headings in the dataset we've used in the past. Can I please trouble you to run a query beginning 11/1/18 through 6/30/19 for all general fund (001) expenditures? We don't need encumbrances, only actual expenditures. Please let me know if this won't work.

Thanks,

Deb

davivien@nola.gov
Office: 504.658.8638
Cell: 504.313.0699

1300 Perdido Street
New Orleans, LA 70112

From: [Deborah A. Vivien](#)
To: [Deborah A. Vivien](#)
Subject: cost est STR.xlsx
Date: Tuesday, August 13, 2019 4:01:07 PM
Attachments: cost est STR.xlsx

From: [Jonathan T. Wisbey](#)
To: [Deborah A. Vivien](#)
Subject: RE: expenditure data for STR dedication
Date: Monday, August 12, 2019 1:56:55 PM

Sure thing. I probably won't run the report until tomorrow if that's ok.

From: Deborah A. Vivien
Sent: Monday, August 12, 2019 1:55 PM
To: Jonathan T. Wisbey <jtwisbey@nola.gov>
Subject: expenditure data for STR dedication

Jon,

We spoke a while back about pulling expenditure data from Great Plains for the Quality of Life CEA. Attached are the headings in the dataset we've used in the past. Can I please trouble you to run a query beginning 11/1/18 through 6/30/19 for all general fund (001) expenditures? We don't need encumbrances, only actual expenditures. Please let me know if this won't work.

Thanks,

Deb

davivien@nola.gov
Office: 504.658.8638
Cell: 504.313.0699

1300 Perdido Street
New Orleans, LA 70112

From: [Courtney W. Story](#)
To: [Chad J. Brown](#)
Subject: Fwd: STR Updates
Date: Thursday, August 8, 2019 5:34:07 PM
Attachments: STR Amendment List 8-8-19.pdf
ATT00001.htm
STR For Review Update 7-26-19, slightly revised 8-8-19.DOCX
ATT00002.htm

FYI

Sent from my iPhone

Begin forwarded message:

From: "M. Tyler Russell" <mrussell@nola.gov>
Date: August 8, 2019 at 5:33:09 PM CDT
To: "Courtney W. Story" <Courtney.Story@nola.gov>
Subject: STR Updates

See attached. I think the most notable changes that we didn't already know about are

—

- <!--[if !supportLists]-->• <!--[endif]-->the 25% Commercial cap passed
- <!--[if !supportLists]-->• <!--[endif]-->the Commercial nightly fees were increased to \$12 a night
- <!--[if !supportLists]-->• <!--[endif]-->Residential remained \$5
- <!--[if !supportLists]-->• <!--[endif]-->Commercial Permits decreased to \$1,000 from \$5,000
- <!--[if !supportLists]-->• <!--[endif]-->Platform permits decreased to \$10,000 from \$50,000
- <!--[if !supportLists]-->• <!--[endif]-->The Garden District ban decreased one block, but was adopted, FQ ban was adopted
- <!--[if !supportLists]-->• <!--[endif]-->The effective dates are December 1, 2019
- <!--[if !supportLists]-->• <!--[endif]-->Homestead Exemptions will be required for Residential Permits December 1, 2019
- <!--[if !supportLists]-->• <!--[endif]-->A Commercial Cap will take effect December 1, 2019; some believe a rush to get Commercial permits will now happen before December 1
- <!--[if !supportLists]-->• <!--[endif]-->A \$1 million "Commercial General Liability" policy will be required for all STRs
- <!--[if !supportLists]-->• <!--[endif]-->A 6.75% Occupancy Tax for Infrastructure will go to the voters November 16, 2019
- <!--[if !supportLists]-->• <!--[endif]-->An affordability requirement is not currently required though they may ask for more study from CPC at a later date

See two attachments for more info.

Tyler Russell

IGR Project Manager

Office of Mayor LaToya Cantrell

1300 Perdido St. | Suite 2E04

New Orleans, LA 70112

Office: (504) 658-4935

From: [Zachary R. Smith](#)
To: [Ashley Hodgini \(ELCA\)](#); [Moreno Council Shared](#); [Jason R. Williams](#); [Joseph I. Giarrusso](#); [Jay H. Banks](#); [Kristin G. Palmer](#); [CouncilDistrictD](#); [Cyndi Nguyen](#)
Cc: [Mayor LaToya Cantrell](#); [John D. Pourciau](#); [Laura Spanjian](#); [Jim Nickel](#); [Zach Butterworth](#)
Subject: RE: STR nightly fee effective date
Date: Thursday, August 8, 2019 4:12:24 PM
Attachments: image001.png

Received. Thanks for reaching out and we will be happy to review. As always, I am sure we can find a solution to this while all parties are working towards a permanent solution as well as following the other parts of the ordinances.

Zachary Smith, AIA, CBO
Director
Department of Safety & Permits
zrsmith@nola.gov
504-658-7114

From: Ashley Hodgini (ELCA) [mailto:ahodgini@expediagroup.com]
Sent: Wednesday, August 7, 2019 9:06 PM
To: Moreno Council Shared <morenocouncil@nola.gov>; Jason R. Williams <jarwilliams@nola.gov>; Joseph I. Giarrusso <Joseph.Giarrusso@nola.gov>; Jay H. Banks <jay.h.banks@nola.gov>; Kristin G. Palmer <Kristin.Palmer@nola.gov>; CouncilDistrictD <CouncilDistrictD@nola.gov>; Cyndi Nguyen <Cyndi.Nguyen@nola.gov>
Cc: Mayor LaToya Cantrell <mayor@nola.gov>; John D. Pourciau <John.Pourciau@nola.gov>; Laura Spanjian <laura.spanjian@airbnb.com>; Jim Nickel <jim@coursonnickel.com>; Zach Butterworth <Zach.Butterworth@arlaw.com>; Zachary R. Smith <zrsmith@nola.gov>
Subject: STR nightly fee effective date

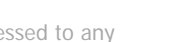
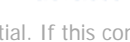
EMAIL FROM EXTERNAL SENDER

Good evening. Please see attached letter from Expedia Group and Airbnb regarding proposed short-term rental nightly fee obligations.

Please do not hesitate to contact us with any questions or if we can provide you any additional information.

Thank you,
Ashley Hodgini

Ashley Hodgini
Government Affairs Manager, Mid-South Region
Expedia Group | Vrbo
11920 Alterra Parkway | Austin, TX 78758
ahodgini@expediagroup.com



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From: [Tara G. Richard](#)
To: [Romy S. Samuel](#); [Norman L. White](#); [Deborah A. Vivien](#); [Gilbert A. Montañó](#); [Chad J. Brown](#); [Courtney W. Story](#)
Cc: [M. Tyler Russell](#); [Arthur C. Walton](#); [Joshua A. Zuckerman](#); [Miles H. Tepper](#)
Subject: STR regulations power point
Date: Thursday, August 8, 2019 4:10:08 PM
Attachments: STR_Presentation 8.8.19 - Revised.pptx

FYI.

Tara

From: [M. Tyler Russell](#)
To: [Courtney W. Story](#)
Subject: RE: Council Agenda Memo
Date: Thursday, August 8, 2019 9:14:23 AM

Ok will do thanks!

From: Courtney W. Story
Sent: Wednesday, August 7, 2019 5:35 PM
To: M. Tyler Russell <mrussell@nola.gov>
Subject: RE: Council Agenda Memo

Thanks!!! We are going to do our best to keep on top of where council is on the agenda but if you don't mind texting me when you think they are close to wrapping up STR stuff tomorrow that would be awesome. My cell is in my signature.

Thanks again!!! Push #4 of 243523451435 almost over lol

--

Courtney Werpy Story, MPH
Innovation Manager
City of New Orleans

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112
Desk 504.658.7674 | Mobile 504.377.0296 | Email courtney.story@nola.gov

From: M. Tyler Russell
Sent: Wednesday, August 7, 2019 4:02 PM
To: Chad J. Brown; Stephanie M. Hennings; Courtney W. Story; Gilbert A. Montañó; Joycelyn E. Christopher
Cc: Tara G. Richard
Subject: Council Agenda Memo

See attached Council Agenda Items of Note memo. And here's a link to the full agenda if needed—
http://cityofno.granicus.com/GeneratedAgendaViewer.php?event_id=9ec7944e-b14e-49b9-8fc7-72c43ec0a9c1 Let us know if you have questions. The two Council STR ordinances will start at 11:00am, Council is estimating that it will take 3-4 hours. We are planning to take up the 3 Mills as it comes on the Agenda and to vote on the 6.75% STR Tax after that. We haven't set a time for the millage and STR tax because we don't know when the STR ordinances will be finished, but we can ask for a time tomorrow if STRs finishes early.

If you need anything tomorrow and don't already have my work cell, here it is—504-357-7775

and here is Tara's—504-610-5771

Thanks,

Tyler Russell
IGR Project Manager

Office of Mayor LaToya Cantrell
1300 Perdido St. | Suite 2E04
New Orleans, LA 70112
Office: (504) 658-4935

From: [Tara G. Richard](#)
To: [John D. Pourciau](#); [Arthur C. Walton](#); [Liana Elliott](#); [Katie Donahue](#); [M. Tyler Russell](#)
Subject: Council meeting tomorrow (Run of Show)
Date: Wednesday, August 7, 2019 4:11:18 PM

FYI regarding STR votes tomorrow.

11AM: STR legislative grouping

- Cal No 32,685 – STR CZO
- Cal No 32,691 – STR Code

Run of Show

1. Opening Remarks: led by CM Gisleson Palmer
2. Motion to suspend the rules to adopt STR public comment parameters:
 - One (1) public comment for the entire legislative grouping;
 - 2 minutes per speaker + no ceding of time; and
 - Everyone who fills out a card can speak
3. Presentation on the “Package of Amendments” by Council Research
4. Public Comment on Legislative Grouping
5. Voting on each of the STR ordinances in the legislative grouping + their amendments
 - Consideration of amendments to 32,865 (STR CZO Ord)
 - There will be a vote on each, individual amendment. Currently, there are three potential amendments thus far:
 1. Changing GDA STR boundary ban from Delachaise to Louisiana (Cm Banks);
 2. Creating an effective date of 12/1/2019 (Cm Palmer);
 3. Removing the 25% cap (sponsors TBD).
 - Vote on the ordinance as amended.
 - Consideration of amendments to 32,691 (STR Code Ord)
 - There will be a vote on each, individual amendment, currently there are three potential amendments discussed thus far:
 1. Cm Moreno package of amendments;
 2. Cm Palmer package of amendments;
 3. Cm Palmer fee amendment
 - Vote on the ordinance as amended.

Tara Richard
Director of Council Relations
Office of Mayor LaToya Cantrell
City of New Orleans
504-658-4931

From: [Zachary R. Smith](#)
To: [Sunni LeBeouf](#); [Adam J. Swensek](#)
Cc: [Zach Butterworth](#); [John D. Pourciau](#); [Ashley Hodgini](#); [Donesia D. Turner](#); [Melissa S. Quigley](#); [Jonathan T. Harris](#); [Kimberly K. Smith](#)
Subject: RE: Conference Call - Tiered Nightly Fee
Date: Wednesday, August 7, 2019 3:53:08 PM

Zach B,

I should be getting back with you very soon with the answer to this. Request received.

Zachary Smith, AIA, CBO
Director
Department of Safety & Permits
zrsmith@nola.gov
504-658-7114

From: Sunni LeBeouf
Sent: Wednesday, August 7, 2019 3:24 PM
To: Adam J. Swensek <adam.swensek@nola.gov>
Cc: Zach Butterworth <Zach.Butterworth@arlaw.com>; Zachary R. Smith <zrsmith@nola.gov>; John D. Pourciau <John.Pourciau@nola.gov>; Ashley Hodgini <ahodgini@homeaway.com>; Donesia D. Turner <Donesia.Turner@nola.gov>; Melissa S. Quigley <msquigley@nola.gov>; Jonathan T. Harris <jonathan.harris@nola.gov>; Kimberly K. Smith <kksmith@nola.gov>
Subject: Re: Conference Call - Tiered Nightly Fee

Thank you for looping us in, Adam. Missy will follow up with Zach S. to further discuss.

Sunni LeBeouf
City Attorney
City of New Orleans

On Aug 7, 2019, at 2:26 PM, Adam J. Swensek <adam.swensek@nola.gov> wrote:

I want to loop in the Law Department, which represents the administration generally and S+P specifically.

Adam J. Swensek
Executive Counsel
New Orleans City Council
1300 Perdido Street, Room 1E6
New Orleans, Louisiana 70112
O: (504) 658-1109
C: (504) 406-4106

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From: Zach Butterworth [<mailto:Zach.Butterworth@arlaw.com>]
Sent: Wednesday, August 7, 2019 2:22 PM
To: Zachary R. Smith <zsmith@nola.gov>
Cc: Adam J. Swensek <adam.swensek@nola.gov>; John D. Pourciau <John.Pourciau@nola.gov>; Ashley Hodgini <ahodgini@homeaway.com>
Subject: Conference Call - Tiered Nightly Fee

EMAIL FROM EXTERNAL SENDER

Zach – Expedia Group is working internally to understand how we can quickly comply with the proposed STR ordinance that requires us to collect and remit a different nightly amount for commercial and residential properties. Currently our system is based on the tax rate in a jurisdiction, not on individual properties within that jurisdiction. Can you or someone on your team jump on a call for a few minutes to discuss this issue? We specifically want to understand how your department plans to notify the platforms about what type of license a permit holder has been granted. Thanks, Zach

Zach Butterworth

Special Counsel

701 Poydras Street, Suite 4500 | New Orleans, LA 70139
main 504.581.3234 | **direct** 504.585.0448 | **mobile** 504.669.4111
efax 504.553.9763 | **fax** 504.566.0210

zach.butterworth@arlaw.com

[website](#) [bio](#) [vCard](#) [map](#)



From: [Joshua A. Zuckerman](#)
To: [Courtney W. Story](#)
Subject: Constitutional Amendment TPs
Date: Wednesday, August 7, 2019 11:37:04 AM

Courtney,

Here are the high level talking points on the Amendment, details are still being worked out. Based on REC, we might need to wait on more information about the STR market, enforcement, the assessment phase in, and roll forward/back issues before we can really implement a tax abatement program. As always, feel free to call down here if you have any questions.

Vote yes on Prop 4 for Housing:

- Help keep low-income home owners in their homes.
 - Many home owners have been hit particularly hard by the reassessment.
 - There is a phase-in but that won't solve the problem – only buys some people a little more time.
 - This amendment will allow us to give tax relief to the homeowners who need it most.
- Help increase access (reduce barriers) to home ownership.
 - There are huge barriers to home-ownership, while home-ownership is an important tool for generational wealth building.
 - There are many programs already available to aid in the purchasing of a home, however we need more tools.
 - This amendment will allow us to package tax abatement for low-income home buyers with other programs like FHA Loans, Soft Second Mortgages, and other applicable programs to increase home ownership.
- Help return blighted property to commerce
 - The city already collects minimal property tax from blighted property.
 - Bringing blighted properties back online benefits the neighborhood and reduces the cost of city services.
 - This amendment will allow the City to create tax incentives to bring blighted property back into use.
- Help keep affordable units affordable
 - A major problem with buildings built using affordable tax credits is that the affordability requirements only last for a certain length of time.
 - Often, when the affordability requirement ends, low-income tenants get kicked out.
 - This amendment will allow the City to give additional tax incentives to property owners in return for keeping units affordable past the required time period.

Joshua A. Zuckerman

Director of Policy and Research

Office of Mayor LaToya Cantrell | City of New Orleans

1300 Perdido St 2E04

Joshua.zuckerman@nola.gov

Office: (504) 658-4919

Cell: (504) 357-8262

From: [Courtney W. Story](#)
To: [Chad J. Brown](#)
Subject: FW: Amendments to CZO / STR
Date: Wednesday, August 7, 2019 11:03:36 AM
Attachments: image001.png

FYI

--

Courtney Werpy Story, MPH
Innovation Manager
City of New Orleans

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112
Desk 504.658.7674 | Mobile 504.377.0296 | Email courtney.story@nola.gov

From: M. Tyler Russell
Sent: Wednesday, August 7, 2019 11:03 AM
To: Courtney W. Story
Subject: FW: Amendments to CZO / STR

From: Andrew J. Sullivan
Sent: Wednesday, August 7, 2019 11:02 AM
To: Tara G. Richard <tgrichard@nola.gov>; Alison N. Poort <anpoort@nola.gov>
Cc: M. Tyler Russell <mrussell@nola.gov>
Subject: RE: Amendments to CZO / STR

Amendments are:

--Effective Date (Dec. 1)
--Adjusting Garden District Boundary
--Removing 25% cap from CBD zoning districts

Don't have the finalized language yet. Will send when I do.

Andrew Sullivan
Chief of Staff

Councilmember Kristin Gisleson Palmer, District 'C'
1300 Perdido St., Room 2W70
New Orleans, Louisiana 70112
Andrew.Sullivan@nola.gov

Office: (504) 658-1032

Cell: (504) 496-8889

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From: Tara G. Richard

Sent: Wednesday, August 07, 2019 10:13 AM

To: Andrew J. Sullivan <Andrew.Sullivan@nola.gov>; Alison N. Poort <anpoort@nola.gov>

Cc: M. Tyler Russell <mrussell@nola.gov>

Subject: Amendments to CZO / STR

Can you please share these amendments with me?

Thanks

Tara

Tara Richard

Director of Council Relations

Office of Mayor LaToya Cantrell

City of New Orleans

504-658-4931

From: [Chad J. Brown](#)
To: [Courtney W. Story](#)
Subject: FW: URGENT: Millage Propositions on the Agenda for Thursday
Date: Tuesday, August 6, 2019 5:35:07 PM
Attachments: image001.png

....

Chad J. Brown
Chief of Staff to the Chief Administrative Officer | City of New Orleans
(o) 504.658.8605 | (e) cjbrown@nola.gov

From: Deborah A. Vivien
Sent: Tuesday, August 6, 2019 10:46 AM
To: Gilbert A. Montaño <Gilbert.Montano@nola.gov>
Subject: FW: URGENT: Millage Propositions on the Agenda for Thursday

This is an estimate of how much the 3 mil tax would cost per household per year by assessed value of the home. The last column would be the estimated impact of 3 mils to a mortgage payment if escrowed.

Estimated AVT from 1 or 3 mils by Assessed Value			
Assessed Value (Residential)	Tax from 1 mil (with Homestead Exemption)	Tax from 3 mils (with Homestead Exemption)	Monthly Tax from 3 mils
\$100,000	\$2.50	\$7.50	\$0.63
\$200,000	\$12.50	\$37.50	\$3.13
\$250,000	\$17.50	\$52.50	\$4.38
\$300,000	\$22.50	\$67.50	\$5.63
\$350,000	\$27.50	\$82.50	\$6.88
\$400,000	\$32.50	\$97.50	\$8.13
\$450,000	\$37.50	\$112.50	\$9.38
\$500,000	\$42.50	\$127.50	\$10.63
\$750,000	\$67.50	\$202.50	\$16.88
\$1,000,000	\$92.50	\$277.50	\$23.13

From: Tara G. Richard
Sent: Tuesday, August 6, 2019 10:30 AM
To: John D. Pourciau <John.Pourciau@nola.gov>; Liana Elliott <Liana.Elliott@nola.gov>; Gilbert A. Montaño <Gilbert.Montano@nola.gov>; Chad J. Brown <cjbrown@nola.gov>; Ramsey J. Green <Ramsey.Green@nola.gov>; Norman L. White <Norman.White@nola.gov>; Deborah A. Vivien <deborah.vivien@nola.gov>
Cc: M. Tyler Russell <mrussell@nola.gov>; Arthur C. Walton <Arthur.Walton@nola.gov>; Clifton M.

Davis <Clifton.Davis@nola.gov>; Joshua A. Zuckerman <Joshua.Zuckerman@nola.gov>; Miles H. Tepper <Miles.Tepper@nola.gov>; Jabarie R. Walker <jrwalker@nola.gov>; Rosine Pemasanga <rpsanga@nola.gov>

Subject: URGENT: Millage Propositions on the Agenda for Thursday

These ballot propositions will be voted upon at the Council meeting on Thursday. I will ask for a special setting to accommodate your schedules. Does 11 a.m. work for you? What about 12 p.m.? 1 p.m.?

Tara

3 Mills

RESOLUTION (LYING OVER) - NO. R-19-286 - BY: COUNCILMEMBERS BROSSETT, BANKS, GISLESON PALMER AND NGUYEN (BY REQUEST)

Brief:

A RESOLUTION calling a special election for Saturday, November 16, 2019, at said election the electorate of the City of New Orleans may approve or disapprove authorizing the City Council to authorize the levy of an ad valorem tax.

STR occupancy tax

RESOLUTION - NO. R-19-308 - BY: COUNCILMEMBERS BANKS, BROSSETT AND NGUYEN (BY REQUEST){CM Palmer to add name as co-sponsor at agenda meeting tomorrow and on the dias} (resolution filed with revised ballot proposition filed)

Brief:

A RESOLUTION calling a special election for Saturday, November 16, 2019 in the City of New Orleans: **SHORT TERM RENTALS OCCUPANCY TAX PROPOSITION.**

Annotation:

**(Council Rule 34. Postponement: 12/6/19).
(Technical needed).**

Tara Richard

Director of Council Relations
Office of Mayor LaToya Cantrell
City of New Orleans
504-658-4931

From: [Joshua A. Zuckerman](#)
To: [John D. Pourciau](#); [Liana Elliott](#); [Arthur C. Walton](#); [Clifton M. Davis](#)
Cc: [Tara G. Richard](#); [M. Tyler Russell](#); [Zachary R. Smith](#); [Jennifer R. Cecil](#); [Ashley J. Becnel](#); [Jonathan T. Harris](#)
Subject: Memo Re: STR Veto Repercussions
Date: Tuesday, August 6, 2019 3:38:18 PM
Attachments: STR Veto Repercussions For Review.DOCX

All,

Attached is a brief memo to correct previous misinformation regarding a question about what happens in the Mayor vetoes the STR regulations Council is to vote on Thursday.

TL;DR: It acts like a regular veto.

Joshua A. Zuckerman

Director of Policy and Research

Office of Mayor LaToya Cantrell | City of New Orleans

1300 Perdido St 2E04

Joshua.zuckerman@nola.gov

Office: (504) 658-4919

Cell: (504) 357-8262

From: [Tara G. Richard](#)
To: [Chad J. Brown](#); [Stephanie M. Hennings](#); [Courtney W. Story](#)
Cc: [Joycelyn E. Christopher](#); [M. Tyler Russell](#)
Subject: Agenda for the Council meeting on Thursday
Date: Tuesday, August 6, 2019 11:03:57 AM
Attachments: 08-08-2019-Agenda (1).docx

Attached is the agenda.

We have three outstanding election calls on the agenda. I sent an email earlier regarding the desire to set a special setting for the 3 mills and STR occupancy tax.

1. HRC – is on the Consent Agenda
2. 3 mills
3. STR occupancy tax

Other items include the ordinances related to STRs.

Thanks.

Tara

Tara Richard
Director of Council Relations
Office of Mayor LaToya Cantrell
City of New Orleans
504-658-4931

From: [M. Tyler Russell](#)
To: [Tara G. Richard](#)
Cc: [Liana Elliott](#)
Subject: RE: STR tax
Date: Monday, August 5, 2019 4:16:24 PM
Attachments: STR Tax Resolution As Filed.pdf

From: Tara G. Richard
Sent: Monday, August 5, 2019 4:06 PM
To: M. Tyler Russell <mrussell@nola.gov>
Cc: Liana Elliott <Liana.Elliott@nola.gov>
Subject: STR tax

Can you please send us the 6.75% resolution, as filed?

Thanks.

Tara

Tara Richard
Director of Council Relations
Office of Mayor LaToya Cantrell
City of New Orleans
504-658-4931

From: [Tara G. Richard](#)
To: [Liana Elliott](#)
Subject: FW: STR Taxation
Date: Monday, August 5, 2019 3:53:40 PM

From: Romy S. Samuel
Sent: Monday, August 5, 2019 2:49 PM
To: Tara G. Richard <tgrichard@nola.gov>; Norman L. White <Norman.White@nola.gov>
Cc: M. Tyler Russell <mrussell@nola.gov>
Subject: RE: STR Taxation

Hi Tara,

Per our earlier conversation, we need to get a clear definition of what the Council is expecting Finance to enforce relative to STR's. Also, any tax or fee related changes, presently collected by Finance, that will occur as a result of the ordinance will take 60-90 days to complete. This is including but not limited to programming changes, form changes and changes to tax collection sites, etc. Budgetary impacts will also need to be considered for additional staffing and programming charges to accommodate the new law. Once we have a clear picture of what they(Council) want and it has been accepted by the Administration, we can move forward with planning and execution. I'm available to discuss further if you have any questions. Thank you.

Romy Schofield-Samuel
Collector of Revenue
City of New Orleans
Department of Finance
Bureau of Revenue
(504)658-1679-Direct
(504)342-6172-Mobile
rssamuel@nola.gov

From: Tara G. Richard
Sent: Monday, August 05, 2019 12:59 PM
To: Norman L. White <Norman.White@nola.gov>; Romy S. Samuel <rssamuel@nola.gov>
Cc: M. Tyler Russell <mrussell@nola.gov>
Subject: STR Taxation

Please see the attached proposed ordinance.

Tara

Tara Richard

Director of Council Relations
Office of Mayor LaToya Cantrell
City of New Orleans
504-658-4931

From: [Courtney W. Story](#)
To: [Chad J. Brown](#)
Subject: FW: Remittance of taxes -- STRs
Date: Monday, August 5, 2019 1:19:20 PM

FYI

--

Courtney Werpy Story, MPH
Innovation Manager
City of New Orleans

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112
Desk 504.658.7674 | Mobile 504.377.0296 | Email courtney.story@nola.gov

From: Norman L. White
Sent: Monday, August 5, 2019 1:19 PM
To: Courtney W. Story
Subject: Fwd: Remittance of taxes -- STRs

Sent from my iPhone

Begin forwarded message:

From: "Tara G. Richard" <tgrichard@nola.gov>
Date: August 5, 2019 at 12:38:07 PM CDT
To: "John D. Pourciau" <John.Pourciau@nola.gov>, "Norman L. White" <Norman.White@nola.gov>
Subject: Remittance of taxes -- STRs

This is a potential amendment to the STR regulations. Norman, can we talk when you get a minute?

"A Platform that remits taxes and fees pursuant to this Section shall provide the payments as required by law, along with documentation to the Department of Finance that reasonably identifies the taxpayer and the location associated with the taxes/fees being paid, including:

1. The address of the Dwelling Unit used as a Short-Term Rental in the City for which remittance is attributed;
2. the name of the person responsible for listing the Dwelling Unit used as a Short-Term Rental listing;
3. the length of stay for each booking at that Short-Term Rental; and
4. the price paid for each night of occupancy at that Short-Term Rental.

These records shall be deemed confidential tax records in accordance with La. R.S. 47:1508."

Tara Richard

Director of Council Relations

Office of Mayor LaToya Cantrell

City of New Orleans

504-658-4931

From: [Courtney W. Story](#)
To: [Chad J. Brown](#)
Subject: FW: STR Taxation
Date: Monday, August 5, 2019 1:18:33 PM

FYI

--

Courtney Werpy Story, MPH
Innovation Manager
City of New Orleans

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112
Desk 504.658.7674 | Mobile 504.377.0296 | Email courtney.story@nola.gov

From: Norman L. White
Sent: Monday, August 5, 2019 1:18 PM
To: Courtney W. Story
Subject: Fwd: STR Taxation

Sent from my iPhone

Begin forwarded message:

From: "Tara G. Richard" <tgrichard@nola.gov>
Date: August 5, 2019 at 1:05:46 PM CDT
To: "Norman L. White" <Norman.White@nola.gov>, "Romy S. Samuel" <rssamuel@nola.gov>
Cc: "M. Tyler Russell" <mrussell@nola.gov>
Subject: RE: STR Taxation

It "clarifies that short-term rental platforms shall be included within the definition of 'dealer' for the purposes of collecting and remitting sales and use taxes owed in connection with the short-term rental of property." (see addition of No. 13).

From: Tara G. Richard
Sent: Monday, August 5, 2019 12:59 PM
To: Norman L. White <Norman.White@nola.gov>; Romy S. Samuel <rssamuel@nola.gov>
Cc: M. Tyler Russell <mrussell@nola.gov>
Subject: STR Taxation

Please see the attached proposed ordinance.

Tara

Tara Richard

Director of Council Relations
Office of Mayor LaToya Cantrell
City of New Orleans
504-658-4931

From: [Tara G. Richard](#)
To: [Deborah A. Vivien](#); [Gilbert A. Montano](#); [Chad J. Brown](#); [Courtney W. Story](#)
Cc: [Joshua A. Zuckerman](#); [Norman L. White](#); [M. Tyler Russell](#)
Subject: STR Amendments
Date: Monday, August 5, 2019 1:07:45 PM
Attachments: 32691 - STR Code Ord - ~~strikeout~~.underline amendments - 8.2.19.docx.pdf

FYI. (in advance of REC if needed)

Tara

From: [Jennifer R. Cecil](#)
To: [Deborah A. Vivien](#)
Cc: [Ashley J. Becnel](#)
Subject: Re: STR permits under new rules
Date: Sunday, August 4, 2019 10:26:39 AM
Attachments: image002.png
image003.png

Deb see my answers to your numbered questions below.

Regarding the graph - I recommend you read the white papers on the methodology for the two websites to determine which you think is the best realistic estimate. I personally have concerns about duplicative counting on both.

- 1) Do you have any estimates that can get me closer to a magnitude in the decrease in sales tax due to the new rules?

I do not have access to any data that would help me create an estimate. Please refer to your emails with Ashley regarding the platforms anticipated behavior.

This would be things like the number of permits that would no longer qualify for STR permit;

That is what the previously provided charts provide. We know the reality of the decrease from the IZD with certainty as it has been in effect over a year. My projection base on the current regulations is the 2,437 in the chart I provided. This does not include an increase in commercials as i have no prior experience that substantiates any elasticity in that sector.

an estimate of the number of listings that would no longer qualify;

That is included in the 2,437. Based on matching all properties that had been licensed to their parcel information including zoning and homestead exemption status, this is what we feel is likely under the new regs.

any elasticities due to changes in fees or taxes?

Insufficient data to project.

- 2) What is your bottom line revenue estimates for the increase in STR permit fees if adopted as expected?

\$1.6M

Jennifer Cecil
1300 Perdido St., Rm. 7W03, New Orleans, LA 70112
(504) 258-5515; jrcecil@nola.gov

On Aug 4, 2019, at 12:43 AM, Deborah A. Vivien <deborah.vivien@nola.gov> wrote:

Given the data below, is this accurate?

<image002.png>

From: Jennifer R. Cecil
Sent: Friday, August 2, 2019 10:37 AM
To: Deborah A. Vivien <deborah.vivien@nola.gov>; Ashley J. Becnel <ajbecnel@nola.gov>
Subject: RE: STR permits under new rules

That is correct.

Jennifer Cecil
Director, One Stop for Permits & Licenses
1300 Perdido St. | Rm 7E07 | New Orleans, LA | 70112
jrcecil@nola.gov | Work: (504) 658-8661 | Mobile: (504) 258-5515

From: Deborah A. Vivien
Sent: Friday, August 2, 2019 10:34 AM
To: Jennifer R. Cecil <jrcecil@nola.gov>; Ashley J. Becnel <ajbecnel@nola.gov>
Subject: RE: STR permits under new rules

If I'm reading this correctly, are you saying that you expect very few of the "illegal" listings to receive a permit after the rules pass(conceptually)?

From: Jennifer R. Cecil
Sent: Friday, August 2, 2019 10:25 AM
To: Deborah A. Vivien <deborah.vivien@nola.gov>; Ashley J. Becnel <ajbecnel@nola.gov>
Subject: RE: STR permits under new rules

Is this the sort of thing you need?

The table below comes from the parcel/license/ homestead match I did. Based on the legislation as I understand it is likely to be passed, these are the number of licenses and fees we expect to see when legislation passes next week.

Scenario Real			
New License Type	Fee	Number of Units	Total
Residential Partial	\$250	264	\$66,000
Residential Small/Large	\$500	1,264	\$632,000
Type C (commercial)	\$1,000	909	\$909,000
		2,437	\$1,607,000

As far as who is paying taxes being potentially much higher than the number of licenses the chart below is based on two websites that do webscraping to count listings and comparing it to the number of licenses issued.

	Number of City Licenses	Inside AirBNB Listing Estimate	Air DNA Listing Estimate
2016	0	4,032	5,296
2017	4,131	5,455	8,186
2018	3,808	5,408	8,509
2019	2,436	6,721	10,005

<image003.png>

Jennifer Cecil
Director, One Stop for Permits & Licenses
1300 Perdido St. | Rm 7E07 | New Orleans, LA | 70112
jrcecil@nola.gov | Work: (504) 658-8661 | Mobile: (504) 258-5515

From: Deborah A. Vivien
Sent: Friday, August 2, 2019 9:50 AM
To: Jennifer R. Cecil <jrcecil@nola.gov>; Ashley J. Becnel <ajbecnel@nola.gov>
Subject: STR permits under new rules

Jenn,

Working on REC:

<!--[if !supportLists]-->1) <!--[endif]-->Do you have any estimates that can get me closer to a magnitude in the decrease in sales tax due to the new rules?

This would be things like the number of permits that would no longer qualify for STR permit; an estimate of the number of listings that would no longer qualify; any elasticities due to changes in fees or taxes?

<!--[if !supportLists]-->2) <!--[endif]-->What is your bottom line revenue estimates for the increase in STR permit fees if adopted as expected?

Thanks,

Deb

davivien@nola.gov

Office: 504.658.8638

Cell: 504.313.0699

1300 Perdido Street
New Orleans, LA 70112

From: [Tara G. Richard](#)
To: [John D. Pourciau](#); [Liana Elliott](#); [Arthur C. Walton](#); [Clifton M. Davis](#)
Cc: [M. Tyler Russell](#); [Joshua A. Zuckerman](#)
Subject: STR Tax -- Resolution / Ballot language
Date: Friday, August 2, 2019 2:01:07 PM

Below is the revised ballot language for the STR 6.75% tax. Unless we hear otherwise today, Tyler and I plan to let CM Palmer know that her revisions are acceptable.

This Resolution with the ballot language must be filed by noon on Monday. We'd like to get this circulated to the three co-sponsors and filed ASAP

Thanks.

Tara

Shall the City of New Orleans (the "City") , under provisions of Article VI, Section 30 of the Louisiana Constitution and other applicable constitutional and statutory authority, be authorized to levy and collect in perpetuity, beginning January 1, 2020, on short term rentals of overnight lodging in the City an occupancy tax (the "Tax") in an amount not to exceed six and three-quarters percent (6 $\frac{3}{4}$ %) of the rent or fee charged for such occupancy, with approximately \$10,500,000 estimated to be collected from the levy of the Tax for an entire year if it is levied at the 6 $\frac{3}{4}$ % maximum, and with the proceeds of such Tax, except for a reasonable collection fee, if any, to be distributed as follows: seventy-five percent (75%) shall be dedicated to the infrastructure fund of the City created pursuant to Ordinance No. 27,986, M.C.S., and twenty-five percent (25%) shall be allocated, pursuant to a multi-year cooperative endeavor agreement approved by the City Council, to New Orleans & Company to be used to promote tourism in the City?

Tara Richard
Director of Council Relations
Office of Mayor LaToya Cantrell
City of New Orleans
504-658-4931

From: [Katie Donahue](#)
To: [Britain B. Forsyth](#); [Sharmaine N. Russ](#); [Joshua A. Zuckerman](#); [Tara G. Richard](#); [M. Tyler Russell](#)
Cc: [Liana Elliott](#); [John D. Pourciau](#); [Arthur C. Walton](#)
Subject: Binder for Mayor
Date: Friday, August 2, 2019 11:55:10 AM
Importance: High

Hi all,

John has requested that the briefings team compile a binder on STRs for the Mayor's meeting this afternoon – he would like any information we have ever given the Mayor on STR regulation and enforcement (Josh – your most recent memo) and Tara/Tyler – anything you may have sent to the Mayor in the past. I know this is last-minute – please let me know how I can be of assistance. Thank you all!

Katie Donahue
Special Assistant to the Chiefs of Staff
Office of Mayor LaToya Cantrell | City of New Orleans
Office: (504) 658-4298
Cell: (504) 578-5426

From: [Tara G. Richard](#)
To: [M. Tyler Russell](#); [Arthur C. Walton](#); [Liana Elliott](#); [John D. Pourciau](#); [Clifton M. Davis](#); [Joshua A. Zuckerman](#)
Subject: RE: STR Tax Ballot Language Revision
Date: Thursday, August 1, 2019 2:26:26 PM
Attachments: image001.png

Can we schedule a quick meeting to discuss this? We need to get the resolution, with the ballot language, filed by Monday at noon.

CM Banks, Brossett and Nguyen have agreed to co-sponsor.

Tara

From: M. Tyler Russell
Sent: Thursday, August 1, 2019 2:13 PM
To: Arthur C. Walton <Arthur.Walton@nola.gov>; Liana Elliott <Liana.Elliott@nola.gov>; John D. Pourciau <John.Pourciau@nola.gov>; Clifton M. Davis <Clifton.Davis@nola.gov>; Tara G. Richard <tgrichard@nola.gov>; Joshua A. Zuckerman <Joshua.Zuckerman@nola.gov>
Subject: FW: STR Tax Ballot Language Revision

From: Andrew J. Sullivan
Sent: Thursday, August 1, 2019 2:09 PM
To: M. Tyler Russell <mrussell@nola.gov>; Tara G. Richard <tgrichard@nola.gov>
Cc: John D. Pourciau <John.Pourciau@nola.gov>; Alison N. Poort <anpoort@nola.gov>
Subject: STR Tax Ballot Language Revision

Hi all,

Please see the attached redline for Cm. Palmer's proposed revision to the STR tax ballot language.
Thanks,

Andrew Sullivan
Chief of Staff

Councilmember Kristin Gisleson Palmer, District 'C'
1300 Perdido St., Room 2W70
New Orleans, Louisiana 70112

Andrew.Sullivan@nola.gov

Office: (504) 658-1032

Cell: (504) 496-8889

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From: [Mailan T. Le](#)
To: [Deborah A. Vivien](#)
Cc: [Romy S. Samuel](#)
Subject: FW: cash
Date: Wednesday, July 31, 2019 5:05:28 PM
Attachments: 2017-2019 STR SALES TAX -NIGHTLY TAX-FEE COLLECTIONS BY COLLECTION -POSTING DATE.xlsx

Attached is what I sent Randall on STR. I am still verifying all the revenue numbers in new system BRASS by comparing with RCS revenue report for June collections. I can give you the unverified numbers from RCS if you want now or you should wait until all revenue numbers are completely verified.

Thanks,

Mailan T. Le, Asst. Collector of Revenue
DEPARTMENT OF FINANCE/BUREAU OF REVENUE
1300 PERDIDO STREET, ROOM # 1W34
NEW ORLEANS, LA 70112
Office phone: (504) 658-1692, Fax: 658-1605
Cell phone: (504) 201-6973 and Email: mtle@nola.gov

From: Deborah A. Vivien
Sent: Wednesday, July 31, 2019 9:39 AM
To: Mailan T. Le <mtle@nola.gov>
Subject: cash

Mailan,

Can you please send your last cash report on sales tax and what you sent Randall on Short Term Rentals.

Thanks,

Deborah Vivien

Sr. Advisor to the CAO, City of New Orleans

davivien@nola.gov
Office: 504.658.8638
Cell: 504.313.0699

1300 Perdido Street
New Orleans, LA 70112

From: [Tara G. Richard](#)
To: [John D. Pourciau](#); [Liana Elliott](#); [Arthur C. Walton](#); [Clifton M. Davis](#)
Cc: [M. Tyler Russell](#)
Subject: STR Occupancy Tax Resolution (with ballot language)
Date: Tuesday, July 30, 2019 4:17:07 PM
Attachments: Short Term Rentals Occupancy Tax Resolution Election Call - Final as revised.doc

We sent around the ballot language on 7/2/19 to all council offices (with the notice of intent). Now that the Notice of Intent has been approved, we move to the Resolution/Ballot phase. Bond council suggested two technical revisions, which are incorporated into the Resolution attached.

In a nutshell, the final ballot language has been circulated again. It will be filed on Monday before noon and voted upon at the 8/8 council meeting.

We asked councilmembers to let us know if they have questions or suggested revisions. I am going to follow up with them tomorrow afternoon regarding any revisions. I will also offer to schedule a meeting with anyone who has questions or concerns.

Finally, please let me know who will be speaking at the table regarding this on Thursday. We will ask for a special setting to accommodate.

Thanks.
Tara

From: [Gilbert A. Montaña](#)
To: [Deborah A. Vivien](#)
Subject: Fwd: STR Memo - Update
Date: Tuesday, July 30, 2019 9:42:58 AM
Attachments: STR For Review Update 7-26.docx
ATT00001.htm

Sent from my iPhone

Begin forwarded message:

From: Katie Donahue <Kathleen.Donahue@nola.gov>
Date: July 30, 2019 at 8:44:19 AM CDT
To: Gilbert A. Montaña <Gilbert.Montano@nola.gov>
Cc: "Joycelyn E. Christopher" <jechristopher@nola.gov>
Subject: STR Memo - Update

Good morning,

Please see attached memo with a high-level update on STRs.

Katie Donahue
Special Assistant to the Chiefs of Staff
Office of Mayor LaToya Cantrell | City of New Orleans
Office: (504) 658-4298
Cell: (504) 578-5426

From: [Kurt Klebe](#)
To: [Mayor LaToya Cantrell](#)
Subject: 70% of the Listings
Date: Tuesday, July 30, 2019 9:01:59 AM

EMAIL FROM EXTERNAL SENDER

Good Morning Mayor Cantrell,

The City Council's new STR law will have 70% of the listings removed from VRBO and AIRBNB including all of the listings that bring in big revenue. You essentially will be cutting off nearly all tax revenue with these new rules. Furthermore lives will be destroyed and retirements wiped out. I can not for the life of me understand why you would not grandfather us in to maintain your tax base and prevent people from going under.

Thanks,

Kurt

From: [Courtney W. Story](#)
To: [Chad J. Brown](#)
Subject: FW: STR Memo
Date: Monday, July 29, 2019 4:28:43 PM
Attachments: STR For Review Update 7-26.DOCX

FYI

--

Courtney Werpy Story, MPH
Innovation Manager
City of New Orleans

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112
Desk 504.658.7674 | Mobile 504.377.0296 | Email courtney.story@nola.gov

From: M. Tyler Russell
Sent: Monday, July 29, 2019 4:20 PM
To: Courtney W. Story
Subject: FW: STR Memo

See attached.

Tyler

Attached you should find a memo with information regarding STRs including a high level update, key decision points, fee leveling issues, and other issues.

Thanks,

Joshua A. Zuckerman
Director of Policy and Research
Office of Mayor LaToya Cantrell | City of New Orleans
1300 Perdido St 2E04
Joshua.zuckerman@nola.gov
Office: (504) 658-4919
Cell: (504) 357-8262

From: [Jennifer R. Cecil](#)
To: [Deborah A. Vivien](#)
Subject: RE: STR permits
Date: Monday, July 29, 2019 2:14:19 PM

Are you looking at
Fund: 001
Agency: 260
Org: 2611
Revenue Source: 9228
? If so, it should be a little over \$1M

Or is it maybe something that combined NHIF or taxes?

Jennifer Cecil
Director, One Stop for Permits & Licenses
1300 Perdido St. | Rm 7E07 | New Orleans, LA | 70112
jrcecil@nola.gov | Work: (504) 658-8661 | Mobile: (504) 258-5515

From: Deborah A. Vivien
Sent: Monday, July 29, 2019 12:32 PM
To: Jennifer R. Cecil <jrcecil@nola.gov>
Subject: STR permits

It appears that the final 2018 numbers are showing \$3,034,376 for STR permit fees.

I'm thinking it includes the \$2M from the first Quality of Life payment. Does it look about \$2M too big to you, too?

Thanks,

Deb

davivien@nola.gov
Office: 504.658.8638
Cell: 504.313.0699

1300 Perdido Street
New Orleans, LA 70112

From: [Deborah A. Vivien](#)
To: [Chad J. Brown](#)
Cc: [Courtney W. Story](#); [Gilbert A. Montaño](#); [Norman L. White](#); [Chad C. Dyer](#); [Jennifer R. Cecil](#); [Tara G. Richard](#)
Subject: RE: follow-up STR meetings
Date: Monday, July 29, 2019 1:15:30 PM
Attachments: QOL Questions for Govt Affairs 7-30-19.docx

Answers to revenue questions attached. If there is more needed from me, please let me know.

From: Chad J. Brown
Sent: Friday, July 26, 2019 4:58 PM
To: Deborah A. Vivien <deborah.vivien@nola.gov>
Cc: Courtney W. Story <Courtney.Story@nola.gov>; Gilbert A. Montaño <Gilbert.Montano@nola.gov>; Norman L. White <Norman.White@nola.gov>; Chad C. Dyer <ccdyer@nola.gov>; Jennifer R. Cecil <jrcecil@nola.gov>
Subject: Re: follow-up STR meetings

We can decide on Monday. Gilbert has not been here and I can't speak for IGR.

Sent from my iPhone

On Jul 26, 2019, at 4:48 PM, Deborah A. Vivien <deborah.vivien@nola.gov> wrote:

Thanks, are we speaking with councilmembers prior to Tuesday's GA meeting?

From: Chad J. Brown
Sent: Friday, July 26, 2019 4:41 PM
To: Deborah A. Vivien <deborah.vivien@nola.gov>
Cc: Courtney W. Story <Courtney.Story@nola.gov>; Gilbert A. Montaño <Gilbert.Montano@nola.gov>; Norman L. White <Norman.White@nola.gov>; Chad C. Dyer <ccdyer@nola.gov>; Jennifer R. Cecil <jrcecil@nola.gov>
Subject: Re: follow-up STR meetings

Hey Deb,

Joyce arranged another meeting for this group to connect on Monday (since Gilbert will be back). We can build the final slides after that.

We were focused on getting the budget committee slides our first.

Thanks.

Sent from my iPhone

On Jul 26, 2019, at 3:34 PM, Deborah A. Vivien <deborah.vivien@nola.gov> wrote:

Were there any follow-ups to yesterday's STR meeting? It seems that

Council meetings were discussed as well as a narrative for the GA presentation.

Thanks,

Deb

davivien@nola.gov

Office: 504.658.8638

Cell: 504.313.0699

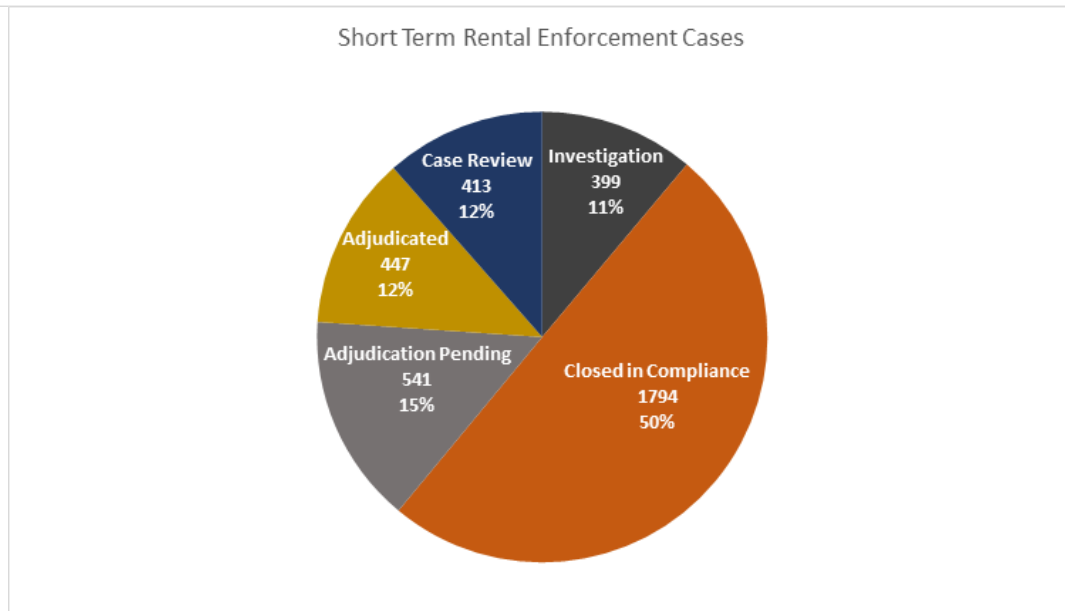
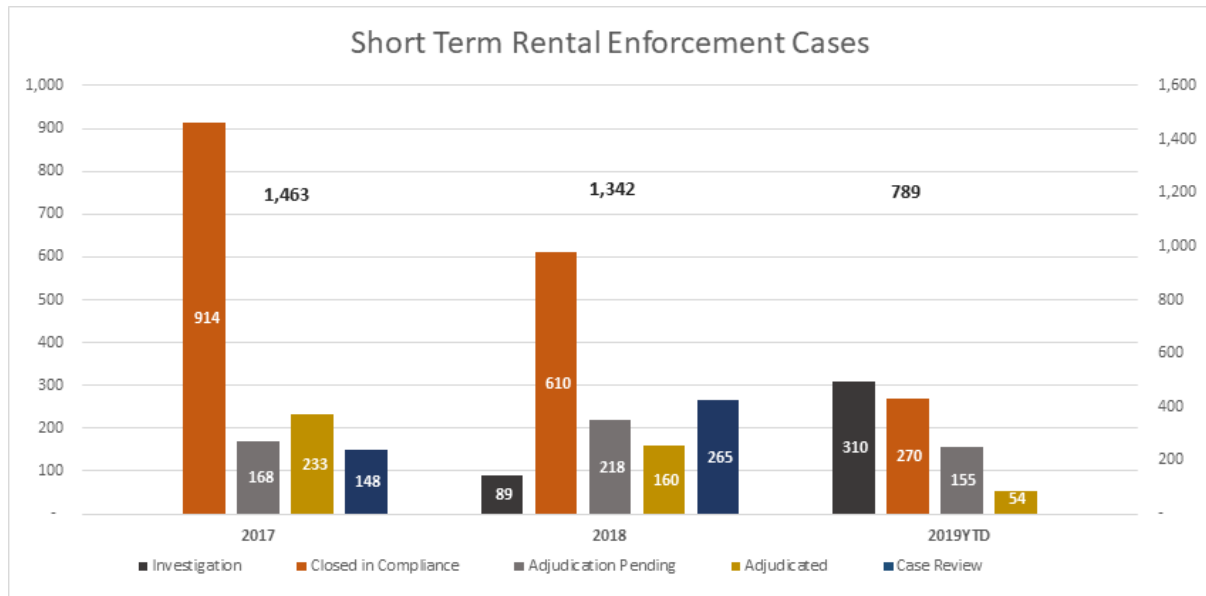
1300 Perdido Street
New Orleans, LA 70112

From: [Jennifer R. Cecil](#)
To: [Ashley J. Becnel](#); [John D. Pourciau](#); [Joshua A. Zuckerman](#)
Subject: RE: Short Term Rentals
Date: Friday, July 26, 2019 2:17:33 PM
Attachments: image002.png
 image004.png
 image007.png
 image008.png
 image009.png
 image010.png
 image011.png

Josh,

Below are some stats and graphs you may find helpful in informing your memo:

1. Enforcement



2. Licenses Application Processing

	Issued	Denied	Total Filed
2017		5,349	9,157
	3,808		
2018*		4,512	8,285
	3,773		

YTD		2,309	3,996
2019	1,687		

3. Impact of New Legislation – Based on Matching all previously licensed properties and the homestead exemption and unit cap requirement currently in draft form by Council, below is the population that we expect to be eligible for licensing under the contemplated regime.

New License Type	Number of Expected Licensed Units
Residential Partial	264
Residential Small/Large	1,264
Type C (commercial)	909
	2,437

4. Compliance Rates – From AirDNA.com

Airbnb Vacation Rental Regulation

There's no doubt that the problem is complex. It is one that involves a wide range of issues such as individual property rights, public safety, affordable housing, and economic stimulus. Every city seems to be taking a different approach to balancing the priorities of the local residents and business owners. The result is a patchwork of new restrictions and penalties intended to gain control over the proliferation of new rental properties.

Globally, cities are implementing licensing requirements to limit the number of new rentals and better monitor the activity of existing ones. But, licensing requirements are only as effective as the compliance these cities are able to achieve. Our findings show that strict usage laws, taxes, and cumbersome registration processes have driven most Airbnb hosts underground, who find ways to hide their addresses and identify to avoid onerous new restrictions and taxes.

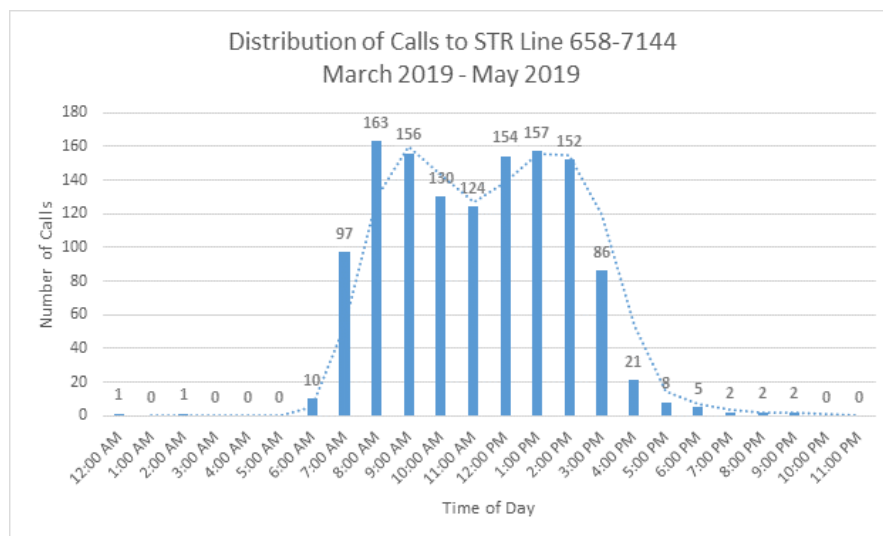
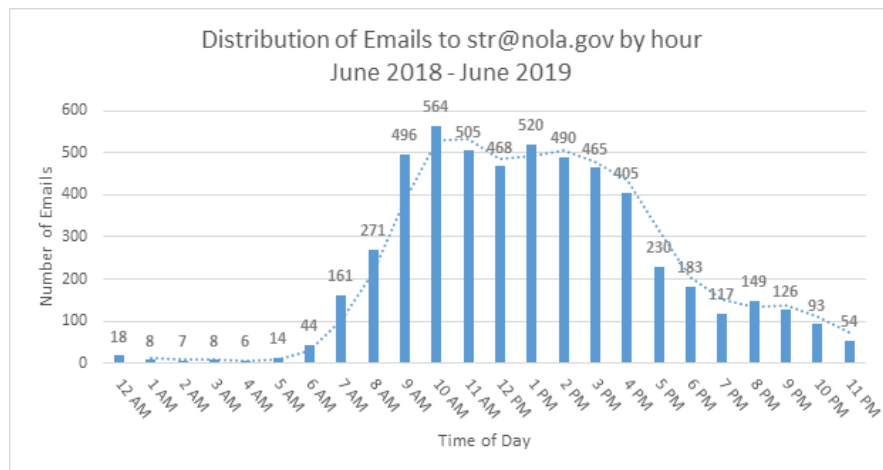
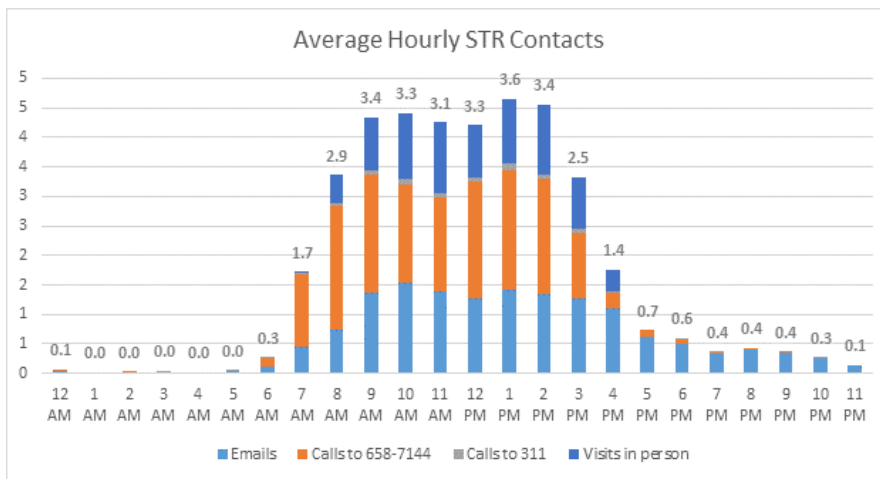
AirDNA has identified 365 cities around the world that had some sort of licensing requirement. Of those, in only 3 cities (0.8%), the majority of the Airbnb rentals had a license number displayed.

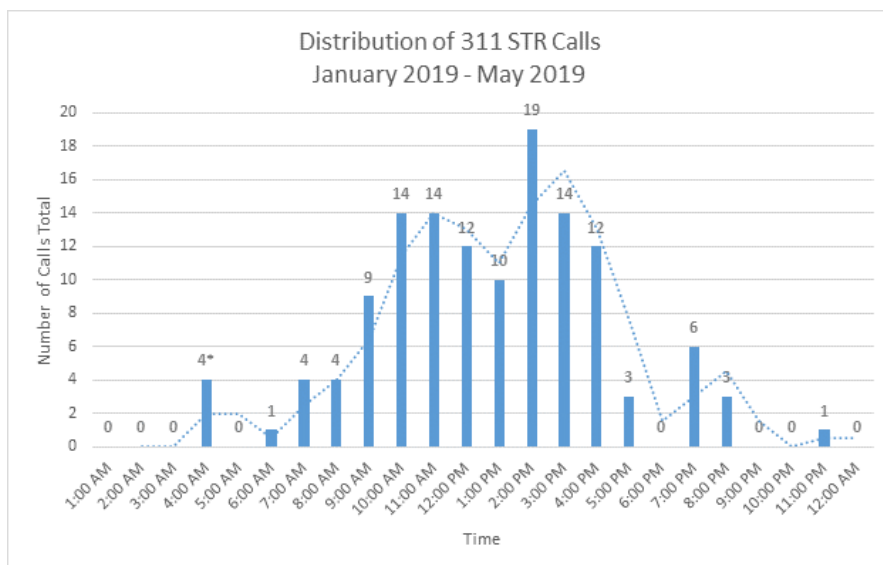
City	Country	Active Listings	% w/ Registration
Chicago	USA	4389	92%
New Orleans	USA	4084	90%
Porto	Portugal	4473	51%
Kihei	USA	2927	50%
Sitges	Spain	1148	50%
Lisbon	Portugal	9677	46%
Barcelona	Spain	9662	46%
Denver	USA	2642	46%
Salou	Spain	1305	45%
Roses	Spain	1167	45%
Lloret de Mar	Spain	1475	44%

[https://www.airdna.co/blog/hide-seek-game-airbnb-](https://www.airdna.co/blog/hide-seek-game-airbnb-host-compliance)

[host-compliance](https://www.airdna.co/blog/hide-seek-game-airbnb-host-compliance)

5. How bad is it? A look at complaint data distribution/ do we need a 24/7 office? (Anecdotal evidence can be extremely compelling, but also misleading.) Non-police STR staff will never be able to make arrests of break up a disruptive activity in progress. Our remedies are restricted to adjudications against the property owners. Of course, if we witness illegal activity, we do notify police, but we cannot enter and search residences without notice, generally.





Jennifer Cecil

Director, One Stop for Permits & Licenses

1300 Perdido St. | Rm 7E07 | New Orleans, LA | 70112

jcecil@nola.gov | Work: (504) 658-8661 | Mobile: (504) 258-5515

From: Ashley J. Becnel

Sent: Friday, July 26, 2019 10:33 AM

To: John D. Pourciau <John.Pourciau@nola.gov>; Joshua A. Zuckerman <Joshua.Zuckerman@nola.gov>

Subject: RE: Short Term Rentals

Great! Josh, please let me know if there's any way I can assist.

Ashley J. Becnel

Chief Zoning Official

City of New Orleans

ajbecnel@nola.gov

From: John D. Pourciau

Sent: Friday, July 26, 2019 10:32 AM

To: Ashley J. Becnel; Joshua A. Zuckerman

Subject: RE: Short Term Rentals

Hey Ashley, we are putting together an updated comprehensive briefing on short term rentals for the Mayor, including some up to the minute key strategic decisions that may need to be addressed. Josh, who is cc'd is running lead on that brief. I don't have a specific meeting today to discuss policy but I do want to make sure she gets something to review by the end of the day.

Thanks,

John

From: Ashley J. Becnel

Sent: Friday, July 26, 2019 10:29 AM

To: John D. Pourciau

Subject: Short Term Rentals

Hi John,

I gave you a call but missed you. Jen mentioned that you were likely meeting with a group this afternoon to discuss short term rental policy issues. I wanted to touch base and let you know that I'd be happy to pull together any material you think would help your discussion, and/or to attend if you feel that would be helpful. I've spent more time looking at this issue than I think anyone would ever want to, so I'd be happy to take some of the weight off of anyone else if I can.

Thanks!

Ashley J. Becnel
Chief Zoning Official
City of New Orleans
ajbecnel@nola.gov

From: [Deborah A. Vivien](#)
To: [John D. Pourciau](#)
Subject: RE: STR Tax Equalization Growth Changes - rate v nightly.xlsx
Date: Friday, July 26, 2019 10:53:06 AM
Attachments: STR Tax Equilization May 2019 w nightly.xlsx

Hey John,

Attached is the chart we were looking at which shows the estimated equalization on the yellow lines. I thought you wanted to show that a rate allowed the city to take advantage of economic shifts while a nightly fee could be excluded from economic growth. Please let me come talk to you so we can be on the same page.

Please be aware that the attached equalization estimate does not agree with the fee structure being proposed by HR&A and up for consideration on 8/8.

Thanks,

Deb

From: John D. Pourciau
Sent: Friday, July 26, 2019 10:29 AM
To: Deborah A. Vivien <deborah.vivien@nola.gov>
Subject: RE: STR Tax Equalization Growth Changes - rate v nightly.xlsx

Hey Deb,

Thanks for this – correct me if I’m wrong, but I think it’s a little different from what I’m looking for, which is – are the effective STR tax rates the same as the effective rates on hotels? Thanks

From: Deborah A. Vivien
Sent: Thursday, July 25, 2019 6:08 PM
To: John D. Pourciau
Cc: Katie Donahue
Subject: STR Tax Equalization Growth Changes - rate v nightly.xlsx

John,

I’m trying to show what you requested at the last STR meeting where rates are subject to economic fluctuations but nightly fees may not be. Please see the table in the sheet. I can explain this further if you need it or change things up.

Deb
8-8638

From: [Tara G. Richard](#)
To: [Joshua A. Zuckerman](#); [John D. Pourciau](#); [Arthur C. Walton](#)
Subject: STR enforcement issue: GA Committee July 30, 2019 at 10am
Date: Thursday, July 25, 2019 4:34:01 PM
Attachments: STREnf.CAO.Ltr.pdf
image001.png

Can we talk about this?

Tara

From: Andrew J. Sullivan
Sent: Wednesday, July 24, 2019 1:48 PM
To: Gilbert A. Montaño
Cc: Tara G. Richard; Kristin G. Palmer
Subject: GA Committee July 30, 2019 at 10am

Hi Gilbert,

Please see the attached letter from the Governmental Affairs Committee requesting you to come present regarding funding for STR enforcement. Thank you,

Andrew Sullivan

Chief of Staff

Councilmember Kristin Gisleson Palmer, District 'C'
1300 Perdido St., Room 2W70
New Orleans, Louisiana 70112

Andrew.Sullivan@nola.gov

Office: (504) 658-1032

Cell: (504) 496-8889

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From: [Joseph I. Giarrusso](#)
To: [Toni McCormick](#); [Amanda B. Rizzo](#); [Andrew V. Tuozzolo](#); [Moreno Council Shared](#); [CouncilDistrictD](#); [Cyndi Nguyen](#); [Jay H. Banks](#); [Jason R. Williams](#); [Mayor LaToya Cantrell](#); ["Perlstein, Michael"](#)
Cc: ["Amy Rini"](#); ["Drew Ward"](#); ["roberta m-hound.com"](#); [Jamie Hill](#); ["Cherie"](#)
Subject: Re: Media Advisory: Agenda Highlights for Regular Council Meeting on July 25, 2019 P
Date: Wednesday, July 24, 2019 8:04:49 PM

Toni, this is what I know. Last year, the Board of Liquidation voted to decrease bond millages from 25.5 to 22.5 mills. Those 3 mills were not on the tax rolls this year. This by-request resolution would place those three mills back on the tax rolls to be used for repair and rehabilitation of infrastructure and the purchase of items ranging from cars to software for cyber security. The millages -- along with the proposed bond issuance and 6.75% STR tax -- would be on the ballot in November.

Joe

Sent from my Sprint Samsung Galaxy S9.

----- Original message -----

From: Toni McCormick <videocon@earthlink.net>
Date: 7/24/19 6:27 PM (GMT-06:00)
To: "Joseph I. Giarrusso" <Joseph.Giarrusso@nola.gov>, "Amanda B. Rizzo" <Amanda.Rizzo@nola.gov>, "Andrew V. Tuozzolo" <avtuozzolo@nola.gov>, Moreno Council Shared <morenocouncil@nola.gov>, CouncilDistrictD <CouncilDistrictD@nola.gov>, Cyndi Nguyen <Cyndi.Nguyen@nola.gov>, "Jay H. Banks" <jay.h.banks@nola.gov>, "Jason R. Williams" <jarwilliams@nola.gov>, Mayor LaToya Cantrell <mayor@nola.gov>, "Perlstein, Michael" <mperlstein@wwltv.com>
Cc: 'Amy Rini' <st.toulouse@yahoo.com>, 'Drew Ward' <drew.ward@gmail.com>, "'roberta m-hound.com'" <roberta@m-hound.com>, Jamie Hill <jamielhill@gmail.com>, 'Cherie' <cherief@cox.net>
Subject: FW: Media Advisory: Agenda Highlights for Regular Council Meeting on July 25, 2019 P

EMAIL FROM EXTERNAL SENDER

Mr. Giarrusso,

I just received this media advisory and after reading bullets 3 & 4 I'm asking for clarification—especially for #4. Most of the property in this City (unless you have the supreme fortune to be a non-profit) has more than doubled. Is this (up to 3 mil) proposed tax ON TOP of the already double plus assessment? Please provide an explanation on how this works and if it affects properties that are frozen. An example (including the 50% increased assessment) of the cost would be much appreciated,

Based on your explanation, my response will be forthcoming. I would also like to know the parameters for WHEN these so-called special elections will take place (holidays, Jazz fest) as is typical for them to ensure the lowest voter turn-out.

a special election that would authorize the City Council to assess a property tax of up to

three mills to fund multiple types of infrastructure and other related projects.

Unfortunately I'm not in town—otherwise I'd be front and center at this meeting.

From: New Orleans City Council [mailto:pr@citycouncilpr.ccsend.com] **On Behalf Of** New Orleans City Council

Sent: Wednesday, July 24, 2019 4:20 PM

To: videocon@earthlink.net

Subject: Media Advisory: Agenda Highlights for Regular Council Meeting on July 25, 2019



<https://files.constantcontact.com/0ea4ccd8001/95312e06-a0cf-420f-a79a-3287782b65ca.jpg>



MEDIA ADVISORY

July 24, 2019

New Orleans City Council to Consider Operation Requirements for Nursing Homes, Honorary Street Dedication, Resolution Regarding Issuance of Bonds, Polling Place Relocations, and More

What: Among the items to be heard at tomorrow's regular meeting of the City Council:

- The Council will consider authorizing honorary street dedication signage for Fr. Joseph Pham Van Tue.
 - This item will be taken up at **approximately 10:30 a.m.**
- The Council will consider an [ordinance](#) to establish regulations for the operation of nursing homes.
 - This item will be taken up at **approximately 10:45 a.m.**
- The Council will receive a presentation from the Cantrell Administration and consider a corresponding [resolution](#) calling a special election that would give the Council authorization to incur debt through the issuance of bonds for infrastructure projects.

- In that same presentation, the Administration will also ask for the Council's approval of a resolution to call a special election that would authorize the City Council to assess a property tax of up to three mills to fund multiple types of infrastructure and other related projects.
 - These items will be taken up at **approximately noon**
- The Council will consider establishing polling place relocations effective August 1, 2019.
- The Council will consider an ordinance to amend an existing Cooperative Endeavor Agreement (CEA) to reallocate funds to the Sewerage and Water Board (S&WB).
- Additionally, the Council will receive a presentation from Greenlight New Orleans on its Rain Barrel Program.
- Among the items Councilmembers do not intend to consider and which, as a result, **may be deferred**:
 - [NCDAC Appeal](#) - 1401 Tricou St.
 - [NCDAC Appeal](#) - 2139 Painters St.
 - [Zoning Docket 44-19](#)
 - [Zoning Docket 53-19](#)
 - [Zoning Docket 60-19](#)
 - [Ordinance 32,681](#)
 - [Ordinance 32,682](#)
 - [Ordinance 32,685](#)
 - [Ordinance 32,691](#)
 - [Ordinance 32,702](#)
 - [Ordinance 32,708](#)
 - [Ordinance 32,709](#)

To view the regular meeting agenda, click [here](#).

When:

Thursday, July 25, 2019, at 10 a.m.

Where:

City Council Chamber
City Hall, 1300 Perdido St.
Click [here](#) for map

###

Contact:

David Gavlinski
Chief of Staff
(504) 658-1101
dsgavlinski@nola.gov

New Orleans City Council

The New Orleans City Council is the legislative branch of New Orleans city government. The Council considers and enacts all local laws that govern the City of New Orleans. The Council also approves the

operating and capital budgets for the City, as recommended by the mayor, and continually monitors revenues and expenditures for local government operations. The City Council is also the regulatory body for public utilities. It also reviews and has final say on many land use and zoning matters, as well as considers major economic development projects for the City. As a Board of Review for Orleans Parish, the Council examines appeals of property tax assessments for real estate taxes, and certifies tax rolls to the Louisiana Tax Commission. Other responsibilities of the Council include overseeing the operation of the public access television in Orleans Parish. Streaming video and video archives of the City Council's Regular and Committee meetings can be found on the City Council [website](#).

The City Council is comprised of five districts and two Councilmembers-at-large. Council President and Councilmember-at-Large Helena Moreno; Council Vice President and Councilmember-at-Large Jason R. Williams; District "A" Councilmember Joseph I. Giarrusso; District "B" Councilmember Jay H. Banks; District "C" Councilmember Kristin Gisleson Palmer; District "D" Councilmember Jared C. Brossett; and District "E" Councilmember Cyndi Nguyen.

New Orleans City Council, City Hall, 1300 Perdido Street, New Orleans, LA 70112

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Sent by citycouncilpr@thespearsgroup.com

From: [Randall McElroy](#)
To: [Courtney W. Story](#)
Subject: RE: Briefing on STR / Affordable Housing incentive study results
Date: Wednesday, July 24, 2019 4:16:18 PM

Thank you Courtney.

From: Courtney W. Story
Sent: Wednesday, July 24, 2019 3:46 PM
To: Randall McElroy <Randall.McElroy@nola.gov>
Subject: FW: Briefing on STR / Affordable Housing incentive study results

FYI

--

Courtney Werpy Story, MPH
Innovation Manager
City of New Orleans

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112
Desk 504.658.7674 | Mobile 504.377.0296 | Email courtney.story@nola.gov

From: Courtney W. Story
Sent: Wednesday, July 24, 2019 3:12 PM
To: Norman L. White; Audrey Jones
Subject: FW: Briefing on STR / Affordable Housing incentive study results

FYI

--

Courtney Werpy Story, MPH
Innovation Manager
City of New Orleans

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112
Desk 504.658.7674 | Mobile 504.377.0296 | Email courtney.story@nola.gov

From: Courtney A. Stuckwisch Wong
Sent: Monday, July 22, 2019 1:56 PM
To: Tara G. Richard; Clifton M. Davis; Arthur C. Walton; John D. Pourciau; Liana Elliott; Katie Donahue; Ellen M. Lee; M. Tyler Russell; Chad J. Brown; Courtney W. Story; Stephanie M. Hennings; Ashley J. Becnel
Cc: Gilbert A. Montaño; Norman L. White; Chad C. Dyer; Joycelyn E. Christopher
Subject: RE: Briefing on STR / Affordable Housing incentive study results

Good afternoon,

I'm attaching documents from HR&A. I will have a few copies of the full report and enough copies of the handout for everyone. See you in the press room shortly.

Courtney

-----Original Appointment-----

From: Tara G. Richard

Sent: Monday, July 15, 2019 1:33 PM

To: Tara G. Richard; Clifton M. Davis; Arthur C. Walton; John D. Pourciau; Liana Elliott; Katie Donahue; Ellen M. Lee; M. Tyler Russell; Courtney A. Stuckwisch Wong; Chad J. Brown; Courtney W. Story; Stephanie M. Hennings; Ashley J. Becnel

Cc: Gilbert A. Montañó; Norman L. White; Chad C. Dyer; Joycelyn E. Christopher

Subject: Briefing on STR / Affordable Housing incentive study results

When: Monday, July 22, 2019 3:30 PM-4:30 PM (UTC-06:00) Central Time (US & Canada).

Where: Press Room

From: [Chad J. Brown](#)
To: [Gilbert A. Montaño](#)
Cc: [Stephanie M. Hennings](#); [Courtney W. Story](#)
Subject: RE: GA Committee July 30, 2019 at 10am
Date: Wednesday, July 24, 2019 2:02:08 PM

OK. We will get you a plan of action by Friday.

In the meantime we will schedule a meeting with the internal team (Chad D, Norm, Zack, and Jen) and will work on draft responses.

Thanks.

Chad J. Brown
Chief of Staff to the Chief Administrative Officer | City of New Orleans
(o) 504.658.8605 | (e) cjbrown@nola.gov

From: Gilbert A. Montaño
Sent: Wednesday, July 24, 2019 1:59 PM
To: Chad J. Brown <cjbrown@nola.gov>; Stephanie M. Hennings <smhennings@nola.gov>; Courtney W. Story <Courtney.Story@nola.gov>; Jennifer R. Cecil <jrcecil@nola.gov>; Zachary R. Smith <zrsmith@nola.gov>; Chad C. Dyer <ccdyer@nola.gov>
Subject: Fwd: GA Committee July 30, 2019 at 10am

Please review letter and let's discuss all the answers accordingly. The timeline is pretty short.

Thanks, Gilbert

Sent from my iPhone

Begin forwarded message:

From: "Andrew J. Sullivan" <Andrew.Sullivan@nola.gov>
Date: July 24, 2019 at 1:48:13 PM CDT
To: Gilbert A. Montaño <Gilbert.Montano@nola.gov>
Cc: "Tara G. Richard" <tgrichard@nola.gov>, "Kristin G. Palmer" <Kristin.Palmer@nola.gov>
Subject: GA Committee July 30, 2019 at 10am

Hi Gilbert,

Please see the attached letter from the Governmental Affairs Committee requesting you to come present regarding funding for STR enforcement. Thank you,

Andrew Sullivan
Chief of Staff

Councilmember Kristin Gisleson Palmer, District 'C'
1300 Perdido St., Room 2W70
New Orleans, Louisiana 70112

Andrew.Sullivan@nola.gov

Office: (504) 658-1032

Cell: (504) 496-8889

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From: [Courtney W. Story](#)
To: [Ashley J. Becnel](#); [Jennifer R. Cecil](#)
Cc: [Chad J. Brown](#)
Subject: STR Meeting this Afternoon w/Finance
Date: Wednesday, July 24, 2019 11:58:10 AM

Hey ladies,

Norm asked that you attend the STR meeting this afternoon at 3PM if you are available (Chad fwded the invite). Norm has some questions about the revenue implications of the proposed STR changes in both the short and long term.

Thanks,

Courtney

--

Courtney Werpy Story, MPH
Innovation Manager
City of New Orleans

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112
Desk 504.658.7674 | Mobile 504.377.0296 | Email courtney.story@nola.gov

From: [Courtney W. Story](#)
To: [Deborah A. Vivien](#); [Gilbert A. Montaño](#)
Cc: [Chad J. Brown](#)
Subject: RE: HR&A STR meeting outcome
Date: Tuesday, July 23, 2019 9:35:25 AM
Attachments: STR.Permits.7232019.xlsx

Hi all,

I was able to duplicate the numbers HR&A arrived at from the data in their report. I'm not confident in the accuracy of the data in the report however.

See below for my calculations. Let me know if you have any questions on how I arrived at these numbers.

Unit Type	Number of Units*	Avg Stay (Days)**	New Nightly Impact Fee	NHIF	Revenue from Existing NHIF Fee	Revenue from New Nightly Impact Fee	Total Gross Revenue
Commercial	1820	140	\$9.00	\$1.00	\$254,800.00	\$2,293,200.00	\$2,548,000.00
Residential	6680	125	\$4.00	\$1.00	\$835,000.00	\$3,340,000.00	\$4,175,000.00

* Total commercial units (pg 64)

Total residential units = total units (pg 12) - commercial units (pg 64)

** Commercial avg stay (pg 57)

Residential avg stay calculated from values on pg 32

I also pulled the permit data from S&P which shows we have ~2400 permitted units (data attached). I used the same avg stays data from the analysis above for the analysis below.

Unit Type	Number of Units*	Avg Stay (Days)**	Nightly Impact Fee	NHIF	Revenue from Existing NHIF Fee	Revenue from New Nightly Impact Fee	Total Gross Revenue
Commercial	1118	140	\$9.00	\$1.00	\$156,520.00	\$1,408,680.00	\$1,565,200.00
Residential	1310	125	\$4.00	\$1.00	\$163,750.00	\$655,000.00	\$818,750.00

Let me know if you have any questions.

Thanks,

Courtney

--

Courtney Werpy Story, MPH
Innovation Manager
City of New Orleans

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112
Desk 504.658.7674 | Mobile 504.377.0296 | Email courtney.story@nola.gov

From: Deborah A. Vivien
Sent: Monday, July 22, 2019 6:31 PM
To: Gilbert A. Montaño
Cc: Courtney W. Story
Subject: HR&A STR meeting outcome

I'm not sure what to do with this information since the process is so far along.

I'm evaluating HR&A's report and have the following observations and questions:

The plan is to present these funding recommendations for affordable housing to the Council chiefs of staff tomorrow with a Council vote imposing a STR nightly fee and conversion fee either this Thursday or in two weeks. It is recommended that IGR convey to the Council when these briefings begin tomorrow that the plan has the potential to reduce the city general fund to allow the CMs to be aware of the influence to budgeted and prospective general fund revenue before they vote to fund affordable housing under this plan.

The recommendation of HR&A is to establish a new nightly STR fee of \$9/night for commercial STRs and \$4 for residential with proceeds dedicated to affordable housing (the existing \$1 NHIF nightly fee remains). In addition, they will recommend a land use conversion fee of \$12,300 for any long or short term commercial rental that is converting to a hotel to discourage that practice. Chad D. questioned this as unfair to a commercial entity that may convert the property unsuccessfully, then repurpose to a non-lodging use. A third recommendation of a \$7/night additional fee along with a \$2,500 unit conversion fee on all residential units converting to STRs, which was questioned by Safety and Permits as a potentially burdensome enforcement effort.

There is a significant chance that this fee adoption could lead to a reduction in STR revenue for the following reasons:

1. Nightly occupancy assumptions do not appear to correspond to NHIF collections(140,000 nights assumed vs 600,000 nights for NHIF?)
2. Elasticities or behavior in response to higher fees either here or through Fair Share is unknown both in terms of switching to hotels or leaving the STR market
3. None of these estimates take into account any rule changes or other tax issues, such as reassessments
4. A parallel effort is underway to fund an enforcement office that could further reduce revenue as it targets paying platforms (not that illegal STRs are ok – simply a revenue generation observation)
5. The exposure to the existing budget is around \$10M, which is significant if the negative response is stronger than anticipated (with potentially additional \$10M+ in additional exposure outside of GF)

6. No mention of the impact to the residential market with a \$5 increase, though residential STRs apparently have a greater bearing on the general fund since they comprise 75% of the permits issued.

The HR&A report represents that the city will receive \$6.2M-\$6.7M annually for affordable housing from the nightly fees. I am unable to duplicate these results from the numbers in the report. My figure from a quick analysis would be closer to \$3.75M annually under the same assumptions, including \$0.6M for the existing \$1 NHIF nightly fee. I welcome any additional explanation of this.

The HR&A conclusion is that the STR market can handle these fees without much change, though the conclusion is admittedly fraught with uncertainty. Further, slide 65 shows the impacts to units due to the 6.75% fair share rate change at a 30% drop in value for 11% of units and from the nightly fee impacting 8% of commercial units with a 14% drop in value, magnitudes of which imply some market response that is not inherent in the report's conclusion.)

Thanks,

Deb

davivien@nola.gov

Office: 504.658.8638

Cell: 504.313.0699

1300 Perdido Street
New Orleans, LA 70112

From: [Courtney W. Story](#)
To: [Chad J. Brown](#)
Subject: Fwd: HR&A STR meeting outcome
Date: Monday, July 22, 2019 6:34:29 PM

FYI - I will vet the calculations tomorrow am

Sent from my iPhone

Begin forwarded message:

From: "Deborah A. Vivien" <deborah.vivien@nola.gov>
Date: July 22, 2019 at 6:31:07 PM CDT
To: Gilbert A. Montano <Gilbert.Montano@nola.gov>
Cc: "Courtney W. Story" <Courtney.Story@nola.gov>
Subject: HR&A STR meeting outcome

I'm not sure what to do with this information since the process is so far along.

I'm evaluating HR&A's report and have the following observations and questions:

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There is a significant chance that this fee adoption could lead to a reduction in STR revenue for the following reasons:

- <!--[if !supportLists]-->1. <!--[endif]-->Nightly occupancy assumptions do not appear to correspond to NHIF collections(140,000 nights assumed vs 600,000 nights for NHIF?)
- <!--[if !supportLists]-->2. <!--[endif]-->Elasticities or behavior in response

to higher fees either here or through Fair Share is unknown both in terms of switching to hotels or leaving the STR market

<!--[if !supportLists]-->3. <!--[endif]-->None of these estimates take into account any rule changes or other tax issues, such as reassessments

<!--[if !supportLists]-->4. <!--[endif]-->A parallel effort is underway to fund an enforcement office that could further reduce revenue as it targets paying platforms (not that illegal STRs are ok – simply a revenue generation observation)

<!--[if !supportLists]-->5. <!--[endif]-->The exposure to the existing budget is around \$10M, which is significant if the negative response is stronger than anticipated (with potentially additional \$10M+ in additional exposure outside of GF)

<!--[if !supportLists]-->6. <!--[endif]-->No mention of the impact to the residential market with a \$5 increase, though residential STRs apparently have a greater bearing on the general fund since they comprise 75% of the permits issued.

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Thanks,

Deb

davivien@nola.gov

Office: 504.658.8638

Cell: 504.313.0699

1300 Perdido Street
New Orleans, LA 70112

From: [Joshua A. Zuckerman](#)
To: [Tara G. Richard](#); [M. Tyler Russell](#)
Cc: [Arthur C. Walton](#); [John D. Pourciau](#); [Ray J. Bolling](#); [Liana Elliott](#)
Subject: RE: STR resolution (for August 8 vote)
Date: Friday, July 19, 2019 10:19:37 AM
Attachments: HB43 One Pager.docx

Here is a draft one pager on the STR Tax

From: Tara G. Richard
Sent: Thursday, July 18, 2019 6:55 PM
To: Joshua A. Zuckerman <Joshua.Zuckerman@nola.gov>; M. Tyler Russell <mrussell@nola.gov>
Cc: Arthur C. Walton <Arthur.Walton@nola.gov>; John D. Pourciau <John.Pourciau@nola.gov>; Ray J. Bolling <rjbolling@nola.gov>; Liana Elliott <Liana.Elliott@nola.gov>
Subject: RE: STR resolution (for August 8 vote)

Can you please turn this information into a one-pager for ease of reference?

Thanks.
Tara

From: Joshua A. Zuckerman
Sent: Thursday, July 18, 2019 3:51 PM
To: M. Tyler Russell; Tara G. Richard
Cc: Arthur C. Walton; John D. Pourciau; Ray J. Bolling; Liana Elliott
Subject: RE: STR resolution (for August 8 vote)

Attached is the enrolled act as signed by the Governor.

The relevant portion in regards to the 75/25 split and CEA reads as follows:

“D. Except as provided in Subsection C of this Section, the proceeds of the tax shall be distributed as follows:

- (1) An amount equal to twenty-five percent of the proceeds shall be allocated, pursuant to a cooperative endeavor agreement, to New Orleans & Company to be used to promote tourism in the city.
- (2) An amount equal to seventy-five percent of the proceeds shall be dedicated to the infrastructure fund of the city.”

From: M. Tyler Russell
Sent: Thursday, July 18, 2019 3:46 PM
To: Tara G. Richard <tgrichard@nola.gov>; Joshua A. Zuckerman <Joshua.Zuckerman@nola.gov>
Cc: Arthur C. Walton <Arthur.Walton@nola.gov>; John D. Pourciau <John.Pourciau@nola.gov>; Ray J. Bolling <rjbolling@nola.gov>; Liana Elliott <Liana.Elliott@nola.gov>
Subject: RE: STR resolution (for August 8 vote)

Attaching the Resolution and the ballot language is below—

“SHORT TERM RENTALS OCCUPANCY TAX PROPOSITION

Shall the City of New Orleans (the “City”), under provisions of Article VI, Section 30 of the Louisiana Constitution and other applicable constitutional and statutory authority, be authorized to levy and collect, beginning January 1, 2020, on short term rentals of overnight lodging in the City an occupancy tax (the “Tax”) in an amount not to exceed six and three-quarters percent (6 $\frac{3}{4}$ %) of the rent or fee charged for such occupancy, with approximately \$10,500,000 estimated to be collected from the levy of the Tax for an entire year if it is levied at the 6 $\frac{3}{4}$ % maximum, and with the proceeds of such Tax, except for a reasonable collection fee, if any, to be distributed as follows: seventy-five percent (75%) shall be dedicated to the infrastructure fund of the City and twenty-five percent (25%) shall be allocated, pursuant to a cooperative endeavor agreement, to New Orleans & Company to be used to promote tourism in the City?”

Tyler

From: Tara G. Richard

Sent: Thursday, July 18, 2019 3:14 PM

To: M. Tyler Russell; Joshua A. Zuckerman

Cc: Arthur C. Walton; John D. Pourciau; Joshua A. Zuckerman; Ray J. Bolling; Liana Elliott

Subject: STR resolution (for August 8 vote)

For visibility, can you all please share the Resolution to be voted on at the Aug. 8 meeting regarding the STR tax? This includes the ballot language.

And the legislation that includes the 75% / 25% language (with the CEA requirement)?

Thanks.

Tara

Tara Richard

Director of Council Relations

Office of Mayor LaToya Cantrell

City of New Orleans

504-658-4931

From: [Cynthia M. Connick](#)
To: [Deborah A. Vivien](#)
Cc: [Nancy E. Borland](#)
Subject: Re: promised docs
Date: Wednesday, July 17, 2019 2:58:17 PM

Thank you..

Sent from my iPhone

On Jul 17, 2019, at 2:47 PM, Deborah A. Vivien <deborah.vivien@nola.gov> wrote:

Sorry for the delay. This is the original FS agreement doc and the law dedicating the 6.75% naming NOCO as 25% recipient.

Attachment: Fair Share Details and Roadmap is the only document referenced as "the agreement" that I've come across throughout the process. This is the only document I can find that mentions a merger.

Legislation

Act 169 6.75% STR tax showing the dedication language for NOCO (p2 line 16-19)
<http://www.legis.la.gov/legis/ViewDocument.aspx?d=1143877>

<Fair Share Details and Roadmap May 9 2019.docx>

From: [Courtney W. Story](#)
To: [Chad J. Brown](#)
Subject: Fwd: STR Regulations
Date: Wednesday, July 17, 2019 1:11:15 PM

Let me know who all should be in this meeting and I'll request from Tyler ...

Also to debs point I def think we should have an internal meeting (probably after) to discuss internal mgmt

—
Courtney Werpy Story, MPH
Innovation Manager
City of New Orleans

Desk 504.658.7678 | Mobile 504.377.0296 | Email courtney.story@nola.gov

Begin forwarded message:

From: "Deborah A. Vivien" <deborah.vivien@nola.gov>
Date: July 17, 2019 at 1:02:43 PM CDT
To: "Courtney W. Story" <Courtney.Story@nola.gov>
Cc: Gilbert A. Montaña <Gilbert.Montano@nola.gov>, "Chad J. Brown" <cjbrown@nola.gov>
Subject: Re: STR Regulations

This is a revenue issue so norms shop needs to be in it too.

I'm hoping we can discuss internal CAO expectations on STR and the millage issue so tasks and expectations are known throughout the multi-year budget process.

Sent from my iPhone. Please excuse typos.

On Jul 17, 2019, at 1:57 PM, Courtney W. Story
<Courtney.Story@nola.gov> wrote:

We will schedule a meeting with IGR before the end of the week and will loop you in.

Thanks!

Courtney

--

Courtney Werpy Story, MPH

Innovation Manager

City of New Orleans

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112

Desk 504.658.7674 | Mobile 504.377.0296 | Email
courtney.story@nola.gov

-----Original Message-----

From: Deborah A. Vivien

Sent: Wednesday, July 17, 2019 12:57 PM

To: Courtney W. Story

Cc: Chad J. Brown; Gilbert A. Montañño

Subject: Re: STR Regulations

Someone from CAO needs to be in those talks.

Sent from my iPhone. Please excuse typos.

On Jul 17, 2019, at 1:48 PM, Courtney W. Story
<Courtney.Story@nola.gov> wrote:

Tyler from IGR mentioned this morning that he believes that the fee amounts are not final yet and thinks council will continue to discuss the appropriate fee levels after

the initial vote next week.

Courtney

--

Courtney Werpy Story, MPH

Innovation Manager

City of New Orleans

1300 Perdido Street | Suite 9E06 | New Orleans, LA
70112 Desk

504.658.7674 | Mobile 504.377.0296 | Email
courtney.story@nola.gov

-----Original Message-----

From: Deborah A. Vivien

Sent: Wednesday, July 17, 2019 12:44 PM

To: Courtney W. Story

Cc: Chad J. Brown; Gilbert A. Montañó

Subject: Re: STR Regulations

The fee increase needs substantial discussion as behavior
related to

it has budgetary and fair share implications

Sent from my iPhone. Please excuse typos.

On Jul 17, 2019, at 12:52 PM, Courtney W.
Story <Courtney.Story@nola.gov> wrote:

FYI

-

Courtney Werpy Story, MPH

Innovation Manager

City of New Orleans

Desk 504.658.7678 | Mobile 504.377.0296 |

Email

courtney.story@nola.gov<<mailto:courtney.story@nola.gov>>

Begin forwarded message:

From: "M. Tyler Russell"

<mrussell@nola.gov<<mailto:mrussell@nola.gov>>>

To: "Courtney W. Story"

<Courtney.Story@nola.gov<<mailto:Courtney.Story@nola.gov>>>, "Chad J.

Brown"

<cjbrown@nola.gov<<mailto:cjbrown@nola.gov>>>

Subject: STR Regulations

See attached. The Fact Sheet was prepared by CM Palmer's Office, the CZO rewrite has all the zoning requirements and largely tracks CPC's STR Study (but adds a French Quarter and Garden District Ban), the CH 26 Rewrite is Health/Safety Requirements and also includes permitting fee increases and \$5 and \$10 nightly fees for Residential and Commercial STRs respectively. The STR Interim Fund has already been created and signed into law by the Mayor, but no funds are currently being deposited into the fund. Passage of the CH 26 rewrite would deposit nightly fees and permitting fees into the Interim STR Fund for STR enforcement.

The GA Committee today will just be discussing the CH 26 rewrite. As far as funding for STR enforcement, I believe Council thinks a large portion of this can come from the permitting fee increase. For example Commercial STR permits are currently \$500 a year, the CH 26 rewrite would increase that to \$5,000 a year, impose \$50,000 platform permits, etc.

Tyler Russell

IGR Project Manager

Office of Mayor LaToya Cantrell

1300 Perdido St. | Suite 2E04

New Orleans, LA 70112

Office: (504) 658-4935

<Fact Sheet - STR Code Ordinance (1).pdf>
<STR CZO Rewrite Ordinance

6-6-19.pdf> <STR CH 26 Permits and Fees,
Operating Regs, Enforcement

Parameters, Penalties 6-6-19.pdf> <STR
Interim STR Fund Ordinance CH

70 6-6-19.pdf>

From: [Jennifer R. Cecil](#)
To: [Courtney W. Story](#)
Subject: Re: STR Enforcement and Quality of Life Fund
Date: Wednesday, July 17, 2019 1:00:47 PM

Why are we being so crawfishy? We already put in writing what is required to the council.

Does this mean CAO isn't sending anyone?

Jennifer Cecil
1300 Perdido St., Rm. 7W03, New Orleans, LA 70112
(504) 258-5515; jrcecil@nola.gov

On Jul 17, 2019, at 12:57 PM, Courtney W. Story <Courtney.Story@nola.gov> wrote:

Zach, Jen, and Ashley – see below for where the CAO's office currently stands on STR enforcement.

In summary, it's agreed that we need a full picture analysis of the budgetary impact before any final decisions can be made.

S&P will focus their discussion (and answers to any questions) on the mechanics of enforcement as related to the proposed regulations. If they receive any questions regarding the expansion of STR enforcement and/or how this will be funded, they will highlight the following:

- <!--[if !supportLists]-->• <!--[endif]-->The CAO's office is working to understand the comprehensive fiscal implications on revenue of the proposed regulations, including financial analysis/fiscal note on any final STR approved regulations.
- <!--[if !supportLists]-->• <!--[endif]-->The CAO is working with S&P and other departments (involved with enforcement) to understand what resources they require for implementation (due to the proposed regulations).
- <!--[if !supportLists]-->• <!--[endif]-->As part of the 2020 budget process, all available funding mechanisms will be analyzed to assure that all recurring expenses can be appropriately supported.

--

Courtney Werpy Story, MPH
Innovation Manager
City of New Orleans

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112
Desk 504.658.7674 | Mobile 504.377.0296 | Email courtney.story@nola.gov

From: [Courtney W. Story](#)
To: [Deborah A. Vivien](#); [Chad J. Brown](#)
Subject: STR Study
Date: Wednesday, July 17, 2019 12:39:48 PM
Attachments: STR Revenue Projections FINAL.DOCX

Deb,

The STR study just provided recommendations on new fees/fines but did not do any further analysis.

S&P completed the attached projections, but not that these are not aligned to the final recommendations before council.

Tyler also confirmed that this does not need to lay over for 20 days because it was introduced in June, and they will likely vote on it at next week's City Council.

--

Courtney Werpy Story, MPH
Innovation Manager
City of New Orleans

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112
Desk 504.658.7674 | Mobile 504.377.0296 | Email courtney.story@nola.gov

From: [Ashley J. Becnel](#)
To: [Brooke Perry](#); [Zachary R. Smith](#)
Cc: [Robert D. Rivers](#); [Leslie T. Alley](#); [Paul Cramer](#); [Larry W. Massey Jr.](#); [Courtney W. Story](#); [Chad J. Brown](#)
Subject: RE: STR Permit Data with Proposed Changes
Date: Wednesday, July 17, 2019 12:29:29 PM
Attachments: Excerpt from - CPC STR Presentation 10-3-18.pdf

Thanks, Brooke! Adding Courtney and Chad.

Ashley J. Becnel
Chief Zoning Official
City of New Orleans
ajbecnel@nola.gov

From: Brooke Perry
Sent: Wednesday, July 17, 2019 12:20 PM
To: Zachary R. Smith; Ashley J. Becnel
Cc: Robert D. Rivers; Leslie T. Alley; Paul Cramer; Larry W. Massey Jr.
Subject: STR Permit Data with Proposed Changes

Good Morning,

As mentioned, the 2019 STR Study looked at the change in STR permits over the past year since the IZD took effect. This can be found on page 45 of the [2019 Short Term Rental Study](#).

The 2018 study also looked at the STR permit data prior to the implementation of the IZD, and provided analysis on the number of licenses per property owner, per applicant, building type, etc. This can be found on page 53 of the [2018 Short Term Rental Study](#).

We have not done an analysis on how the proposed regulations could affect current licenses and future projected revenue. We did briefly discuss it at the October 3rd, 2018 CPC meeting at the request of the Commission (see attached slide). I also believe Deb Viven also did some revenue projections while we were working on the 2018 study.

Please let me know if you need any further information.

Best,

Brooke Perry
Assistant Planning Administrator
New Orleans City Planning Commission
1300 Perdido Street, Suite 7W03
New Orleans, LA 70112
Office: 504.658.7035
BPerry@nola.gov

Pronouns: she/her/hers

From: [Stephanie M. Hennings](#)
To: [Chad J. Brown](#); [Courtney W. Story](#)
Subject: Quality of Life Notes from CAO Exec Team Meeting
Date: Wednesday, July 17, 2019 11:54:31 AM

Disclaimer that I am not familiar with this topic at all / what the latest issue with this is, so I wasn't able to follow the conversation as well as I would have liked to, but please let me know if you need clarification on any items.

- For STR (GAM said) – this is a huge cash cow for the city, but more they (Council?) squeeze it (the fund? Or STR money?) and want more in it. This effects our bottomline equally, so it is important to talk long-term in the future is important for the council to understand; I want an STR push for fiscal note for financial analysis on what the decision on STR will mean
 - CDyer's impression is continue to ask planning commission to study the budgetary impact before implementing it
 - CDyer can give us this financial analysis very quickly (???)
- Norm- how are they regulating the administration's ability to regulating this? Why can the Council tell us how to enforce the money? Can't they just allocate the funding to us for enforcement and we decide what our method of enforcement is?
 - Answer to that is that we need a full picture analysis of what the full budgetary impact is – that is vital, but if we don't know the bottom line then that is our position

--

Stephanie Hennings
Director of Innovation
City of New Orleans

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112
Desk 504.658.7649 | Mobile 504.322.9656 | Email smhennings@nola.gov

From: [Tara G. Richard](#)
To: [John D. Pourciau](#); [Arthur C. Walton](#); [Ray J. Bolling](#)
Cc: [M. Tyler Russell](#); [Joshua A. Zuckerman](#)
Subject: FW: #PutHousingFirst: Call to Action: Contact City Council to Support Incentives to #FixTheMix & STR Enforcement
Date: Wednesday, July 17, 2019 10:54:46 AM
Attachments: Outlook-q0e3rzh3.png
image001.png
image001.png

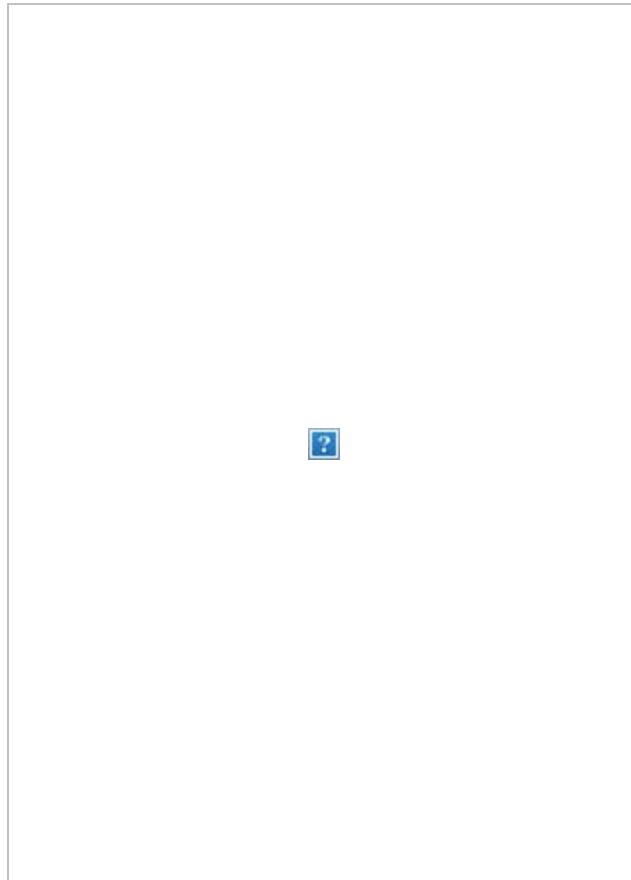
GNOHA sent out a Call to Action for the meeting tomorrow (see below).

This is the recommendation for the STR tax -- **"Only direct tax revenue from Short Term Rentals towards affordable housing and infrastructure. Make it clear that NO STR funding should be directed to tourism marketing!"**

[Tara](#)

----- Forwarded message -----

From: GNOHA <info@gnoha.org>
Date: Wed, Jul 17, 2019 at 9:16 AM
Subject: #PutHousingFirst: Call to Action: Contact City Council to Support Incentives to #FixTheMix & STR Enforcement
To: Andreanecia Morris <amorris@gnoha.org>



Call to Action:

Contact City Council to
Support Incentives to #FixTheMix & STR
Enforcement

Thanks for helping us make it this far with the Smart Housing Mix! The Smart Housing Mix Ordinance and incentive study were approved in March, and the next step is for the Council to make the text amendments to the CZO that will provide some of the incentives necessary to support mandating the inclusion of affordable housing in market rate developments.

A study completed by HR&A has determined the incentives are feasible for developers to make 5-10% of units affordable for families/individuals at 60% of the average median income. In Historic Core neighborhoods density can also be controlled by Floor Area Ratio (FAR), so we are asking the council to include a FAR density bonus. It would greatly benefit the development of additional affordable units in said neighborhoods. The City Planning Commission voted in favor of the incentives on May 28th, but we still need the Council to approved the incentives to ensure that New Orleans can properly #FixTheMix.

Furthermore, the City Council will be voting to establish Short Term Rental application procedures, permit types and fees, operating regulations, and enforcement parameters. The ordinance would increase platform and operator accountability and lead to better short-rental enforcement.

The City Council also intends to adopt a resolution to call an election that will ask voters to authorize the levy of an occupancy tax on STR's. The money from STR tax will be levied for infrastructure and tourism marketing for New Orleans. We need affordable housing, and utilizing funds that were going to be used for the Neighborhood Housing Improvement Fund (NHIF) for tourism marketing does not #PutHousingFirst.

The City Council will be voting on the incentives to #FixTheMix and STR regulations/enforcement on **Thursday, July 18th**.

Please contact your Councilmember and ask them to

1. Approve the text amendment changes to the CZO as the next step towards full implementation of the Smart Housing Mix—including a FAR Density Bonus
2. Increase platform and operator accountability for Short Term Rentals
3. Only direct tax revenue from Short Term Rentals towards affordable housing and infrastructure. Make it clear that NO STR funding should be directed to tourism

marketing!

For more on GNOHA's Call To Action to #FixTheMix, click [here](#).

Council President Jason Williams, At-Large

Phone: (504) 658-1070

jasonwilliams@nola.gov

Council Vice President Helena Moreno, At-Large

Phone: (504) 658-1060

morenocouncil@nola.gov

Councilmember Joseph Giarrusso, District "A"

Phone: (504) 658-1010

Joseph.Giarrusso@nola.gov

Councilmember Jay H. Banks, District "B"

Phone: (504) 658-1020

Jay.Banks@nola.gov

Councilmember Kristin Gisleson Palmer, District "C"

Phone: (504) 658-1030

Kristin.Palmer@nola.gov

Councilmember Jared C. Brossett, District "D"

Phone: (504) 658-1040

councildistrictd@nola.gov

Councilmember Cyndi Nguyen, District "E"

Phone: (504) 658-1050

Cyndi.Nguyen@nola.gov

WHEN: Thursday, July 17, 2019, beginning at 11 a.m.

WHERE: New Orleans City Hall Council Chambers, 1300 Perdido Street, NOLA 70112

Greater New Orleans Housing Alliance (GNOHA)

4640 S. Carrollton Ave, Suite 160

New Orleans, LA 70119

(504) 224-8304

[Facebook](#) | [Twitter](#) | [Website](#) | [Amazon Smile](#)



From: [Chad J. Brown](#)
To: [Courtney W. Story](#)
Subject: FW: STR Enforcement and Quality of Life Fund
Date: Tuesday, July 16, 2019 6:31:29 PM
Importance: High

Let me know if this is OK. See additions below.

Chad J. Brown

Chief of Staff to the Chief Administrative Officer | City of New Orleans

(o) 504.658.8605 | (e) cjbrown@nola.gov

From: Courtney W. Story
Sent: Tuesday, July 16, 2019 6:23 PM
To: Chad J. Brown <cjbrown@nola.gov>
Subject: STR Enforcement and Quality of Life Fund
Importance: High

Hi Deb,

Tara reached out today to discuss possible CM questions regarding the STR regulations that will be discussed during the Governmental Affairs committee meeting tomorrow.

One of the possible questions we think we will receive based on requests from CMs is to explain how the Short Term Rental Office will be funded through the State's Quality of Life Fund. I met with Safety and Permits this afternoon to start the discussion, and after talking with Gilbert, we have a couple of follow up questions for you:

- (1) What was the final total amount in the 2019 REC for the Quality of Life Fund?
- (2) How much of the amount in #1 can be attributed to QoL funds collected by the state in FY2018?
- (3) Does the allocation Safety and Permits receive from the QoL fund in the 2019 budget year include any additional funding to expand their current STR enforcement office? Or is the projection that the new STR office (revenues) will pay for itself (i.e. budget neutral)?

Thanks and let me know if you have any questions or need any more information.

Courtney

--

Courtney Werpy Story, MPH
Innovation Manager
City of New Orleans

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112
Desk 504.658.7674 | Mobile 504.377.0296 | Email courtney.story@nola.gov

From: [Jennifer R. Cecil](#)
To: [Courtney W. Story](#)
Subject: FW: Quality of Life Fund Questions
Date: Tuesday, July 16, 2019 5:21:16 PM

Jennifer Cecil

Director, One Stop for Permits & Licenses
1300 Perdido St. | Rm 7E07 | New Orleans, LA | 70112
jrcecil@nola.gov | Work: (504) 658-8661 | Mobile: (504) 258-5515

From: Sinead C. Daniell
Sent: Tuesday, July 16, 2019 4:29 PM
To: Jennifer R. Cecil <jrcecil@nola.gov>
Cc: Ashley J. Becnel <ajbecnel@nola.gov>
Subject: RE: Quality of Life Fund Questions

From: Jennifer R. Cecil
Sent: Tuesday, July 16, 2019 3:24 PM
To: Sinead C. Daniell <scdaniell@nola.gov>
Subject: FW: Quality of Life Fund Questions
Importance: High

Sin,

Can you please pull the numbers requested below ?

Jennifer Cecil
Director, One Stop for Permits & Licenses
1300 Perdido St. | Rm 7E07 | New Orleans, LA | 70112
jrcecil@nola.gov | Work: (504) 658-8661 | Mobile: (504) 258-5515

From: Courtney W. Story
Sent: Tuesday, July 16, 2019 3:03 PM
To: Jennifer R. Cecil <jrcecil@nola.gov>; Ashley J. Becnel <ajbecnel@nola.gov>
Cc: Zachary R. Smith <zrsmith@nola.gov>; Chad J. Brown <cjbrown@nola.gov>
Subject: Quality of Life Fund Questions

Hi Jen and Ashley,

Chad and I prepping for the STR agenda item at the IGR meeting tomorrow. Zach mentioned you ladies

were experts in the Quality of Life Fund and we just had a couple of questions that we hope you will be able to answer:

- (1) How and when does the City request/receive funds from the QoL fund?- **Easy, pretty answer- After the end of the State's Budget Quarters.**

Complex, real answer-

For 2017-18- We received all of the funds at the end because we didn't receive the letter until well into the appropriation period. There was then a delay for the amendment, so we actually received the funds at the very end of the year once all of the legal issues and method of reporting had been sorted.

2018-2019- The amendment delayed the requesting of these funds. We had all paperwork in at the beginning of 2019 in hopes that the money would be deposited in time to be counted towards last year, but I don't believe it was sent in time. That was the middle/end of State Q3. The final payout for this contract will be sent over soon (once I send the figures for the quarter that just ended) The additional money was allotted within the last two weeks of the contract end date and the contract was amended again.

- (2) How much has the City received annually since the fund began, and how much has been spent (if the mechanism for funding is not reimbursement)?

2017-2018- \$2,000,000

2018-2019- \$4,127,210 (so far), \$2,082,790 to be claimed with the upcoming quarter end payout.

- (3) What is the total available balance of the fund?

2017-18- \$2,000,000

2017-19- Originally \$4,300,000, bumped to \$6,210,000 at the end of this past month. Next year's is expected to be \$6,210,000 if we can prove that we spent the full \$6,210,000. The latest figures are being worked on by Deb.

Thanks – and feel free to give me a call to discuss if it's easier.

Courtney

--

Courtney Werpy Story, MPH
Innovation Manager
City of New Orleans

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112
Desk 504.658.7674 | Mobile 504.377.0296 | Email courtney.story@nola.gov

From: [Jennifer R. Cecil](#)
To: [Courtney W. Story](#)
Subject: FW: STR Memo for CM Palmer
Date: Tuesday, July 16, 2019 5:00:16 PM
Attachments: CAO_Memo.ShortTermRentalEnforcement.pdf
ATT00001.htm

Jennifer Cecil

Director, One Stop for Permits & Licenses
1300 Perdido St. | Rm 7E07 | New Orleans, LA | 70112
jrcecil@nola.gov | Work: (504) 658-8661 | Mobile: (504) 258-5515

From: Courtney W. Story
Sent: Tuesday, March 12, 2019 3:36 PM
To: Zachary R. Smith <zrsmith@nola.gov>; Jennifer R. Cecil <jrcecil@nola.gov>
Subject: FW: STR Memo for CM Palmer

FYI

--

Courtney Werpy Story, MPH
Innovation Manager
City of New Orleans

1300 Perdido Street | Suite 8W03-A | New Orleans, LA 70112
Desk 504.658.7674 | Mobile 504.377.0296 | Email courtney.story@nola.gov

From: Chad J. Brown
Sent: Saturday, March 9, 2019 12:59 PM
To: Courtney W. Story; Romy S. Samuel
Subject: Fwd: STR Memo for CM Palmer

FYI

Sent from my iPhone

Begin forwarded message:

From: Gilbert A. Montano <Gilbert.Montano@nola.gov>
Date: March 9, 2019 at 12:36:32 PM CST
To: "Kristin G. Palmer" <Kristin.Palmer@nola.gov>
Cc: "Andrew J. Sullivan" <Andrew.Sullivan@nola.gov>, "Chad J. Brown" <cjbrown@nola.gov>, "Deborah A. Vivien" <deborah.vivien@nola.gov>
Subject: STR Memo for CM Palmer

Hi Councilor:

Hope all is well, attached please find an estimated cost analysis for a stand alone

STR office. I have the team actively working on this proposal. The missing factor is the potential revenue we would acquire through more rigorous enforcement. We will keep your office posted as we proceed. As always, please let me know if you have any concerns or questions.

Thanks, Gilbert

From: [M. Tyler Russell](#)
To: [Tara G. Richard](#); [John D. Pourciau](#); [Katie Donahue](#)
Subject: RE: Meeting with CM Moreno
Date: Tuesday, July 16, 2019 3:00:14 PM

Yes it's still happening. Confirmed for 3pm. Sounds like it may just be Andrew T. though.

Tyler

From: Tara G. Richard
Sent: Tuesday, July 16, 2019 2:45 PM
To: M. Tyler Russell; John D. Pourciau; Katie Donahue
Subject: Meeting with CM Moreno

Tyler, can you please confirm the meeting with CM Moreno at 3 p.m. regarding the STR tax?

Tara Richard
Director of Council Relations
Office of Mayor LaToya Cantrell
City of New Orleans
[504-658-4931](tel:504-658-4931)

From: [M. Tyler Russell](#)
To: [Courtney W. Story](#); [Chad J. Brown](#)
Subject: FW: New Orleans Short Term Rental Housing Study | Draft findings
Date: Tuesday, July 16, 2019 2:37:32 PM
Attachments: New Orleans Short Term Rental Housing Study_DRAFT.pdf

FYI. This is just a draft. The final version will be released later this week.

From: Steven Reilly [mailto:SReilly@hraadvisors.com]
Sent: Monday, July 15, 2019 4:40 PM
To: Brooke Perry; Ellen M. Lee; Courtney A. Stuckwisch Wong; John D. Pourciau; Robert D. Rivers; Kelly G. Butler; Ashley J. Becnel; Tara G. Richard; M. Tyler Russell; Marjorianna B. Willman; Tracy L. Tyler; Austin P. Wilty; Leslie T. Alley; Larry W. Massey Jr.; Paul Cramer; Deborah A. Vivien; Amos J. Wright; Rachael Berg; Joshua A. Zuckerman
Cc: Mary Jiang; Phillip Kash; Alexandra Stroud
Subject: New Orleans Short Term Rental Housing Study | Draft findings

EMAIL FROM EXTERNAL SENDER

Hi all,

I have attached here a draft of the HR&A Team's draft findings and recommendations on STR policies supporting housing. We encourage you to review in advance of our call tomorrow to be able to provide any comments or feedback you have during our conversation. Following the call, we will plan to refine and finalize materials prior to next week.

In addition to the attached, we also plan to include as part of our final deliverable a brief appendix with supporting information from our market scan and financial analysis.

Looking forward to discussing tomorrow.

Thanks,
Steven

STEVEN REILLY

Director | HR&A ADVISORS, INC.

925 15th Street NW, 3rd Floor, Washington, DC 20005

Direct: (202) 903-0721 | Office: (202) 903-0725

sreilly@hraadvisors.com | www.hraadvisors.com

From: [Tara G. Richard](#)
To: [Chad J. Brown](#)
Subject: FW: STR Memo
Date: Tuesday, July 16, 2019 12:21:41 PM
Attachments: Memo JP re Enforcement Ordinance 2019.05.08.pdf

From: [Chad J. Brown](#)
To: [Tara G. Richard](#)
Cc: [Gilbert A. Montaño](#)
Subject: RE: STR enforcement
Date: Tuesday, July 16, 2019 11:20:35 AM

Good morning,

I called (yesterday and this morning) but missed you. Let me know if need to set up something...

Thanks.

Chad J. Brown
Chief of Staff to the Chief Administrative Officer | City of New Orleans
(o) 504.658.8605 | (e) cjbrown@nola.gov

From: Tara G. Richard
Sent: Monday, July 15, 2019 4:47 PM
To: Gilbert A. Montaño <Gilbert.Montano@nola.gov>; Chad J. Brown <cjbrown@nola.gov>
Cc: John D. Pourciau <John.Pourciau@nola.gov>; Arthur C. Walton <Arthur.Walton@nola.gov>
Subject: STR enforcement

Can you please call me regarding STR enforcement?

Tara

Tara Richard
Director of Council Relations
Office of Mayor LaToya Cantrell
City of New Orleans
504-658-4931

From: [Tara G. Richard](#)
To: [John D. Pourciau](#)
Subject: RE: Draft Email to Council Staff Regarding M-19-268 STR Tax Notice of Intent
Date: Thursday, July 11, 2019 3:37:22 PM

Great. It needs to go to David G and his staff so they can get it published. But I would add our sponsors as well (CM Banks, Brosset and Nguyen).

From: John D. Pourciau
Sent: Thursday, July 11, 2019 3:36 PM
To: Tara G. Richard
Subject: RE: Draft Email to Council Staff Regarding M-19-268 STR Tax Notice of Intent

Also, it can come from me if you want. You can send the finished version to Katie and she can send it out.

From: Tara G. Richard
Sent: Thursday, July 11, 2019 1:57 PM
To: John D. Pourciau; Liana Elliott; Arthur C. Walton
Cc: M. Tyler Russell; Michael G. Tidwell
Subject: FW: Draft Email to Council Staff Regarding M-19-268 STR Tax Notice of Intent

Please see below and let me know ASAP if you want to make any revisions. (To be sent to David G., Lora, Russ and legal)

Thank to Tyler for drafting it.

Tara

It has come to our attention that M-19-268 the Notice of Intent for the STR Tax for drainage and infrastructure may be slightly effected by the postponed Council Meeting. The Motion and State law requires that the Clerk of Council publish this Notice of Intent in the official journal 'not less than twenty (20) days prior to Thursday August 8, 2019' (see attached motion). This means that the Clerk of Council would have to start publishing this notice in the official journal Friday 7/19 -- immediately after the Council vote on 7/18.

7/19 is exactly 20 days from 8/8, meaning the Clerk of Council would have to post notice 7/19 and give the official journal advance notice next week prior to the 7/18 Council vote and would have to post the notice without the official Council roll call.

We have discussed this with the City Attorney's Office and they believe state law does not require the roll call vote in the notice. It is the Administration's preference to give notice in the official journal by the 7/19 deadline. If you have any questions or concerns please let me know.

Again this is a motion to start the process of calling a citywide election in November and could bring in \$7.5M a year for drainage and infrastructure.

Thank you all and stay safe and dry out there.

Best,

From: [John D. Pourciau](#)
To: [Tara G. Richard](#); [Liana Elliott](#); [Arthur C. Walton](#)
Cc: [M. Tyler Russell](#); [Michael G. Tidwell](#)
Subject: RE: Draft Email to Council Staff Regarding M-19-268 STR Tax Notice of Intent
Date: Thursday, July 11, 2019 3:35:13 PM

My edits:

Dear Councilmembers,

M-19-268, the Notice of Intent for the STR Tax for drainage and infrastructure may be slightly effected by the postponed Council Meeting. The Motion and State law requires that the Clerk of Council publish this Notice of Intent in the official journal 'not less than twenty (20) days prior to Thursday August 8, 2019' (see attached motion). This means that the Clerk of Council would have to start publishing this notice in the official journal Friday 7/19 -- immediately after the Council vote on 7/18.

7/19 is exactly 20 days from 8/8, meaning the Clerk of Council would have to post notice 7/19 and give the official journal advance notice next week prior to the 7/18 Council vote and would have to post the notice without the official Council roll call.

We have discussed this with the City Attorney's Office and they believe state law does not require the roll call vote in the notice. It is the Administration's preference to give notice in the official journal by the 7/19 deadline. If you have any questions or concerns please let me know.

Again this is a motion to start the process of calling a citywide election in November and could bring in [millions](#) a year for drainage and infrastructure, [and was an essential element of the agreement to direct badly needed to our infrastructure needs.](#) [In times like these, those needs only become more apparent, and we look forward to working with you to better address them now and in the future.](#)

Thank you all and stay safe and dry out there.

Best,
[John](#)

From: [Deborah A. Vivien](#)
To: [Tara G. Richard](#)
Cc: [Joshua A. Zuckerman](#); [John D. Pourciau](#)
Subject: Re: STR analysis
Date: Wednesday, July 10, 2019 12:14:05 PM

I talked to them yesterday and they're using the same rates and assumptions. They asked for the document but I told them it needed an ok first. We're good.

Sent from my iPhone. Please excuse typos.

On Jul 10, 2019, at 12:10 PM, Tara G. Richard <tgrichard@nola.gov> wrote:

I recommend calling them and making sure they are using the same numbers to do the calculations. No need to send anything.

Sent from my Sprint Phone.

----- Original message -----

From: "Deborah A. Vivien" <deborah.vivien@nola.gov>
Date: 7/10/19 11:46 AM (GMT-06:00)
To: "Joshua A. Zuckerman" <Joshua.Zuckerman@nola.gov>, "Tara G. Richard" <tgrichard@nola.gov>, "John D. Pourciau" <John.Pourciau@nola.gov>
Subject: STR analysis

The consultant that Ellen hired asked for a copy of the STR equalization analysis I did for y'all a couple of months ago. This would be the equalization of the nightly fees that identified \$5 per night for affordable housing. At the time, we used the analysis internally only. What is the decision on giving it to the consultant?

Sent from my iPhone. Please excuse typos.

From: [Steven Reilly](#)
To: [Deborah A. Vivien](#)
Subject: RE: New Orleans STR taxes
Date: Tuesday, July 9, 2019 3:39:44 PM

EMAIL FROM EXTERNAL SENDER

Thanks, Deb, and not a problem. That should be fine. Could I plan to give you a call then at your office number?

STEVEN REILLY

Director | HR&A ADVISORS, INC.

925 15th Street NW, 3rd Floor, Washington, DC 20005

Direct: (202) 903-0721 | Office: (202) 903-0725

sreilly@hraadvisors.com | www.hraadvisors.com

From: Deborah A. Vivien <deborah.vivien@nola.gov>
Sent: Tuesday, July 09, 2019 1:05 PM
To: Steven Reilly <SReilly@hraadvisors.com>
Subject: RE: New Orleans STR taxes

Steven,

Sorry for the delay. I can talk but am scheduled until about 4:30pm CST. I can talk after that. Is that too late?

Thanks,

Deborah Vivien
Sr. Advisor to the CAO, City of New Orleans

davivien@nola.gov

Office: 504.658.8638

Cell: 504.313.0699

1300 Perdido Street
New Orleans, LA 70112

From: Steven Reilly [<mailto:SReilly@hraadvisors.com>]
Sent: Monday, July 8, 2019 6:04 PM
To: Deborah A. Vivien <deborah.vivien@nola.gov>

Subject: New Orleans STR taxes

EMAIL FROM EXTERNAL SENDER

Hi Deb,

As you may be aware, HR&A is currently working with the City of New Orleans on an assessment of STR policy and the ability to support housing initiatives through STR permitting. In discussing our analysis with Courtney Stuckwisch last week, the topic of STR taxes came up. We'd like to make sure that our understanding of taxes is correct, particularly in their comparison to hotel taxes.

Do you have time for a very quick call tomorrow to talk through our understanding of STR taxes? I imagine it should take just 10-15 minutes. Attached is our current breakout of STR and hotel taxes, which should guide most of our conversation.

Thanks,
Steven

STEVEN REILLY

Director | HR&A ADVISORS, INC.

925 15th Street NW, 3rd Floor, Washington, DC 20005

Direct: (202) 903-0721 | Office: (202) 903-0725

sreilly@hraadvisors.com | www.hraadvisors.com

From: [Deborah A. Vivien](#)
To: [Leticia D. Johnson](#)
Cc: [Norman L. White](#); [Gilbert A. Montaña](#)
Subject: RE: Fitch Rating Question
Date: Tuesday, July 9, 2019 2:52:16 PM
Attachments: July 2019 Rating Agency Question.docx

[See attached](#)

From: Leticia D. Johnson
Sent: Tuesday, July 9, 2019 1:18 PM
To: Deborah A. Vivien <deborah.vivien@nola.gov>
Cc: Norman L. White <Norman.White@nola.gov>
Subject: FW: Fitch Rating Question
Importance: High

Hi Deb –

We need your response as soon as possible to the question below. We have a pre-meeting set for tomorrow and would like to review your answer prior to the meeting scheduled for Friday.

1. Can you provide some detail on the recent legislative action regarding one-time money to the city for infrastructure projects, a proposed STR tax and renewed 1% hotel sales tax?

Thanks,

Leticia Johnson

Project Administrator to CFO | Dept. of Finance | City of New Orleans
1300 Perdido Street | New Orleans, LA 70112
(o) 504-658-1504
(e) Leticia.Johnson@nola.gov

From: [Deborah A. Vivien](#)
To: [M. Tyler Russell](#)
Cc: [Courtney A. Stuckwisch Wong](#); [Tara G. Richard](#); [Joshua A. Zuckerman](#)
Subject: Re: HR&A STR Study
Date: Wednesday, July 3, 2019 4:53:54 PM

I'd be happy to. Please put me on the invitation.

Sent from my iPhone. Please excuse typos.

On Jul 3, 2019, at 4:45 PM, M. Tyler Russell <mrussell@nola.gov> wrote:

Hi Deb,

As you may know, the City is working with HR&A Advisors Inc. to look at the feasibility of requiring affordable units in Commercial STRs, STR nightly fees, conversion fees, among other issues. Today we discussed with them nightly fees and we wanted to connect you with HR&A because I believe you have also done some analysis on STR-Hotel tax and fee parity.

Adding Courtney Stuckwisch here to connect you and HR&A. Also, if you are available next Wednesday at 1:00pm it would probably be good to have you in our recurring meeting with HR&A. They are beginning to share preliminary results with us.

Tyler Russell

IGR Project Manager
Office of Mayor LaToya Cantrell
1300 Perdido St. | Suite 2E04
New Orleans, LA 70112
Office: (504) 658-4935

From: [Gilbert A. Montaña](#)
To: [M. Tyler Russell](#)
Cc: [Joycelyn E. Christopher](#); [Chad J. Brown](#); [Tara G. Richard](#)
Subject: Re: Fair Share STR Tax Election Call
Date: Monday, July 1, 2019 11:30:55 AM

Just signed. Left it in the same spot.

Thanks, Gilbert

Sent from my iPhone

On Jul 1, 2019, at 11:13 AM, M. Tyler Russell <mrussell@nola.gov> wrote:

Hi Gilbert and Chad,

Just dropped off this draft motion/notice of intent for the 6.75% STR Tax for infrastructure, which is part of the Fair Share deal. I left it in Chad's chair in his office. We are planning on filing as soon as we can and having the first City Council vote 7/11. The final vote with ballot language will be 8/8 and then if all goes well it will go to the voters 11/16. Please let me know when you have signed off and I will come up to 9 and pick it up.

Thanks,

Tyler Russell

IGR Project Manager
Office of Mayor LaToya Cantrell
1300 Perdido St. | Suite 2E04
New Orleans, LA 70112
Office: (504) 658-4935

<Short Term Rentals Occupancy Tax Resolution Election Call (6 25 19)
(cir....doc)>

<Notice of Intent (occupancy tax on STRs) Notice of Intent on July 11
Res.....doc>

<STR Tax Motion Legislative Summary (2).pdf>

From: [Sinead C. Daniell](#)
To: ["Aisha Mirza"](#)
Cc: [Nicholas Boudreaux](#); [James Kelly \(jkelly@treasury.state.la.us\)](#); [Jennifer R. Cecil](#); [Deborah A. Vivien](#)
Subject: RE: CEA Amendment TD2 - City of New Orleans Quality of Life (Short Term Rental)
Date: Wednesday, June 26, 2019 5:10:12 PM
Attachments: 2018 STR CEA Amendment- Signed.pdf

Good Afternoon,

The amendment has been signed and should be delivered to your office by tomorrow morning, June 26, 2019, 10AM. Please find a scanned copy for your reference. The tracking number for the package is 788135583027. Please let me know if you have any questions or concerns.

Thank You,

Sinead Daniell
Operations Manager
One Stop Shop
504.658.7204
City Hall, Suite 7W03
1300 Perdido St.
New Orleans, LA 70112



From: Aisha Mirza [mailto:AMirza@treasury.state.la.us]
Sent: Tuesday, June 25, 2019 8:34 AM
To: Sinead C. Daniell <scdaniell@nola.gov>; Deborah A. Vivien <deborah.vivien@nola.gov>
Cc: Nicholas Boudreaux <NBoudreaux@treasury.state.la.us>
Subject: CEA Amendment TD2 - City of New Orleans Quality of Life (Short Term Rental)

EMAIL FROM EXTERNAL SENDER

Ms. Daniel & Ms. Vivien:

Good morning. Attached please find the revised CEA Amendment for the City of New Orleans Quality of Life. If the amendment is acceptable please print 2 originals, have signed and witnessed by 2

witnesses and returned to my attention:

Louisiana Dept. Of Treasury
Attn: Aisha K. Mirza, Staff Attorney
900 N. Third Street, 3rd Floor State Capitol
Baton Rouge, LA 70802

Thank you,
Aisha

Aisha K. Mirza
Attorney, LA Dept. of Treasury
900 N. Third Street
Third Floor, State Capitol
Baton Rouge, LA 70802
www.latreasury.com

(t) 225.342.4609
(f) 225.342.0064

From: [Tara G. Richard](#)
To: [John D. Pourciau](#); [Deborah A. Vivien](#); [Gilbert A. Montañó](#); [Arthur C. Walton](#); [Joshua A. Zuckerman](#); [Chad J. Brown](#)
Cc: [Michael G. Tidwell](#); [M. Tyler Russell](#)
Subject: RE: Short Term Rental Tax -- Motion/Notice of Intent and Resolution
Date: Tuesday, June 25, 2019 4:44:57 PM

Will send to CMs at 5 today.

Attached are the Motion/Notice of Intent and the Resolution required to put the short term rental tax on the ballot in November.

The Administration used data from the New Orleans Quality of Life Fund (state sales tax) deposits to estimate that \$10.5 million in revenues would be generated yearly from the proposed 6.75% tax on Short Term Rentals if implemented at the full rate.

- The Quality of Life Fund revenue comes from a 3.97% state sales tax on STRs.
- Used actual data from July 2018 through February 2019 (8 months) and projected data from March through June of 2019 (4 months).
- Projected months were the same as prior year collections in those months (or zero growth).
- The data showed \$4.7M collected from July 2018 through February 2019, with the total yearly projected amount being \$6.2M.
- We calculated that \$156.2M in base sales were required to generate the \$6.2M in collections Fiscal Year 2019.
- With a 6.75% tax imposed on \$156.2M in base sales, we estimate the revenue to be generated at \$10.5 million.

[With a projected \$6.2M collected for the Quality of Life Fund, we divided that revenue by the 3.97% tax rate to establish \$156.2M in annual base sales of short term rental lodging anticipated across the City ($\$6.2M / .0397 = \$156.2M$). Based on the \$156.2M in base sales, we would expect a 6.75% tax to generate roughly \$10.5M in revenue per year ($\$156.2M \times .0675 = \$10.5M$).]

Of course, please let me know if you want to schedule a meeting this week to discuss.

Thanks.

Tara

From: Tara G. Richard

Sent: Tuesday, June 25, 2019 2:56 PM

To: John D. Pourciau; Deborah A. Vivien; Gilbert A. Montañó; Arthur C. Walton; Joshua A. Zuckerman; Chad J. Brown

Cc: Michael G. Tidwell; M. Tyler Russell

Subject: Short Term Rental Tax -- Motion/Notice of Intent and Resolution

Please revise as needed. I will send this to CMS this afternoon.

Tara

Attached are the Motion/Notice of Intent and the Resolution required to put the short term rental tax on the ballot in November.

The Administration used data from the New Orleans Quality of Life Fund (state tax) deposits to estimate that \$10.5 million in revenues would be generated yearly from the proposed 6.75% tax on Short Term Rentals if implemented at the full rate.

- The Quality of Life Fund revenue comes from a 3.97% state sales tax on STRs.
- Used actual data from July 2018 through February 2019 (8 months) and data from March through June of 2018 (4 months -- to get projected amounts for March through June of 2019).
- Projected months were the same as prior year collections (zero growth).
- The data showed \$4.7M collected from July 2018 through February 2019, with the total yearly projected amount being \$6.2M.
- With a projected \$6.2M collected for the Quality of Life Fund, we estimated that \$156.2M would be generated by base sales on STRs in

New Orleans in State Fiscal Year 2019.

Based on the \$156.2M in base sales, we estimate the generation of \$10.5 million in revenue per year by a 6.75% tax.

[With a projected \$6.2M collected for the Quality of Life Fund, we divided that revenue by the 3.97% tax rate to establish \$156.2M in annual base sales of short term rental lodging anticipated across the City ($\$6.2M / .0397 = \$156.2M$). Based on the \$156.2M in base sales, we would expect a 6.75% tax to generate roughly \$10.5M in revenue per year ($\$156.2M \times .0675 = \$10.5M$).]

Of course, please let me know if you want to schedule a meeting this week to discuss.

Thanks.

Tara

Tara Richard

Director of Council Relations

Office of Mayor LaToya Cantrell

City of New Orleans

504-658-4931

From: [Deborah A. Vivien](#)
To: [Gilbert A. Montañó](#)
Subject: FW: Fair Share
Date: Tuesday, June 25, 2019 4:08:37 PM

Gilbert, I just met with Tara and Josh about the STR tax. I can come to this meeting as staff if you'd like.

From: Tara G. Richard
Sent: Tuesday, June 25, 2019 3:03 PM
To: Gilbert A. Montañó <Gilbert.Montano@nola.gov>; Deborah A. Vivien <deborah.vivien@nola.gov>; John D. Pourciau <John.Pourciau@nola.gov>
Cc: Arthur C. Walton <Arthur.Walton@nola.gov>; M. Tyler Russell <mrussell@nola.gov>; Katie Donahue <Kathleen.Donahue@nola.gov>
Subject: Fair Share

Deb, CM Brossett agreed to a quick overview of Fair Share tomorrow at the two budget briefings. Can you please give me a sentence on what you will be discussing so I can share with other Councilmembers?

Gilbert, CM Brossett would like a more in depth briefing. He is available at 4 p.m. if you are.

John, if you are available tomorrow at 4 p.m., I will schedule this time for a discussion of the STR tax as well.

Tara

Tara Richard
Director of Council Relations
Office of Mayor LaToya Cantrell
City of New Orleans
504-658-4931

From: [Tara G. Richard](#)
To: [John D. Pourciau](#); [Deborah A. Vivien](#); [Gilbert A. Montañó](#); [Arthur C. Walton](#); [Joshua A. Zuckerman](#); [Chad J. Brown](#)
Cc: [Michael G. Tidwell](#); [M. Tyler Russell](#)
Subject: Short Term Rental Tax -- Motion/Notice of Intent and Resolution
Date: Tuesday, June 25, 2019 2:56:27 PM
Attachments: Short Term Rentals Occupancy Tax Resolution Election Call (6 25 19) (circulated).doc
Notice of Intent (occupancy tax on STRs) Notice of Intent on July 11 Resolution on August 8 (circulated).doc

Please revise as needed. I will send this to CMS this afternoon.

Tara

Attached are the Motion/Notice of Intent and the Resolution required to put the short term rental tax on the ballot in November.

The Administration used data from the New Orleans Quality of Life Fund (state tax) deposits to estimate that \$10.5 million in revenues would be generated yearly from the proposed 6.75% tax on Short Term Rentals if implemented at the full rate.

- The Quality of Life Fund revenue comes from a 3.97% state sales tax on STRs.
- Used actual data from July 2018 through February 2019 (8 months) and data from March through June of 2018 (4 months -- to get projected amounts for March through June of 2019).
- Projected months were the same as prior year collections (zero growth).
- The data showed \$4.7M collected from July 2018 through February 2019, with the total yearly projected amount being \$6.2M.
- With a projected \$6.2M collected for the Quality of Life Fund, we estimated that \$156.2M would be generated by base sales on STRs in New Orleans in State Fiscal Year 2019.

Based on the \$156.2M in base sales, we estimate the generation of \$10.5 million in revenue per year by a 6.75% tax.

[With a projected \$6.2M collected for the Quality of Life Fund, we divided that revenue by the 3.97% tax rate to establish \$156.2M in annual base sales of

*short term rental lodging anticipated across the City ($\$6.2M / .0397 = \$156.2M$).
Based on the $\$156.2M$ in base sales, we would expect a 6.75% tax to generate
roughly $\$10.5M$ in revenue per year ($\$156.2M \times .0675 = \$10.5M$).]*

Of course, please let me know if you want to schedule a meeting this week to discuss.

Thanks.

Tara

Tara Richard

Director of Council Relations

Office of Mayor LaToya Cantrell

City of New Orleans

504-658-4931

From: [Deborah A. Vivien](#)
To: [Gilbert A. Montañó](#)
Cc: [Tara G. Richard](#)
Subject: RE: STR Quality of Life Fund
Date: Friday, June 21, 2019 2:22:46 PM

All but \$200,000 of the Quality of Life funds that were appropriated in the state budget have been drawn down, except for the additional \$1.9M appropriation that was just finalized yesterday. The contract amendment required to draw down the additional \$1.9M must be signed and in the State Treasurer's office by close of business on June 28 in order for the obligation to carry forward into next year. Otherwise, it must be reestablished next year. Given the state of BuySpeed and the City's financial system with the ERP transition in progress and not live until next Friday, it is unlikely that we will be able to submit an amended contract timely, though efforts are underway to do so.

(Note: the written request to IGR for this appropriation was for an increase of \$4.1M in the FY 20 budget with language allowing for a more general use, which would have been the latest expression. This would have allowed time for the implementation. Altering this request without regard for implementation realities is a prime example of why Finance needs to be meaningfully involved during session)

From: Gilbert A. Montañó
Sent: Friday, June 21, 2019 1:01 PM
To: Deborah A. Vivien <deborah.vivien@nola.gov>
Subject: Fwd: STR Quality of Life Fund

FYI

Sent from my iPhone

Begin forwarded message:

From: "Kristin G. Palmer" <Kristin.Palmer@nola.gov>
Date: June 21, 2019 at 12:52:38 PM CDT
To: Gilbert A. Montañó <Gilbert.Montano@nola.gov>
Cc: "Andrew J. Sullivan" <Andrew.Sullivan@nola.gov>, "Tara G. Richard" <tgrichard@nola.gov>
Subject: STR Quality of Life Fund

Hi Gilbert,

Please see the attached letter regarding the STR Quality of Life Fund. Thanks!

Kristin

From: [Tara G. Richard](#)
To: [Chad J. Brown](#); [John D. Pourciau](#); [Liana Elliott](#); [Arthur C. Walton](#); [Joshua A. Zuckerman](#); [Clifton M. Davis](#); [Deborah A. Vivien](#); [M. Tyler Russell](#)
Subject: Fwd: STR Quality of Life Fund
Date: Friday, June 21, 2019 1:16:13 PM
Attachments: STRQOLFund.Ltr.pdf

Please see the attached letter.

Tara

Sent from my Sprint Phone.

----- Original message -----

From: "Kristin G. Palmer" <Kristin.Palmer@nola.gov>
Date: 6/21/19 12:52 PM (GMT-06:00)
To: "Gilbert A. Montañó" <Gilbert.Montano@nola.gov>
Cc: "Andrew J. Sullivan" <Andrew.Sullivan@nola.gov>, "Tara G. Richard" <tgrichard@nola.gov>
Subject: STR Quality of Life Fund

Hi Gilbert,

Please see the attached letter regarding the STR Quality of Life Fund. Thanks!

Kristin

From: [Deborah A. Vivien](#)
To: [Gilbert A. Montañó](#)
Subject: FW: Str taxation
Date: Friday, June 21, 2019 11:06:18 AM

I just requested electronically a meeting with Josh Z., Art and Tara this afternoon at 1:30 on methodology and coordination

-----Original Message-----

From: Deborah A. Vivien
Sent: Friday, June 21, 2019 10:11 AM
To: Gilbert A. Montañó <Gilbert.Montano@nola.gov>
Subject: Str taxation

If you're taking issues for the Mayor's team, please ask for stronger coordination on the plan for short term rental taxation between the three uses:

- 1) REC (existing taxation, \$2m of which is apparently on the radar for a new STR enforcement office)
- 2) Fair Share taxation (6.75% requiring voter approval in the fall)
- 3) Affordable housing (increased nightly fees being addressed by the council in the next few weeks)

Sent from my iPhone. Please excuse typos.

From: [Chad J. Brown](#)
To: [Tara G. Richard](#)
Cc: [Gilbert A. Montano](#); [Cary M. Grant](#)
Subject: Re: Interim STR Fund
Date: Thursday, June 20, 2019 10:43:32 AM

Good morning Tara,

Quick question: What is the proposed implementation date (when the funds will start being deposited in the new escrow fund/account)?

Thanks.

Sent from my iPhone

On Jun 19, 2019, at 2:28 PM, Tara G. Richard <tgrichard@nola.gov> wrote:

Correction: The fees will be \$5.00 for each night of occupancy -- residential and \$10 per night for occupancy -- commercial.

Tara

From: Tara G. Richard
Sent: Wednesday, June 19, 2019 10:05 AM
To: John D. Pourciau; Liana Elliott; Arthur C. Walton; Clifton M. Davis; Gilbert A. Montano; Deborah A. Vivien
Cc: Joshua A. Zuckerman; M. Tyler Russell; Chad J. Brown
Subject: RE: Interim STR Fund

FYI: The Ordinance to adopt the Interim Short Term Rental Fund will go forward for approval at the Council meeting TOMORROW.

Council is passing the ordinance to set up an "escrow fund" until they decide what to do with the money generated from the soon to be revised Section. 26-616© of the Code. The current version of 26-216 does not contain this provision. The to be adopted Section © is part of the upcoming STR ordinances/zoning legislative instruments.

Thanks.

Tara

From: Tara G. Richard
Sent: Tuesday, June 18, 2019 1:07 PM
To: John D. Pourciau; Liana Elliott; Arthur C. Walton; Clifton M. Davis; Gilbert A. Montano; Deborah A. Vivien
Cc: Joshua A. Zuckerman; M. Tyler Russell; Chad J. Brown

Subject: Interim STR Fund

This Ordinance, which will set up the Interim Short Term Rental Fund, will probably be voted on at the Council meeting on Thursday.

It provides that “All monies received pursuant to the fees imposed by Section 26-616© of the Code... shall be deposited in the Fund to offset the various costs borne by the City of New Orleans stemming from the authorization, implementation, and enforcement of Short Term Rentals within the City.”

For ease of reference, Section 26-616© reads as follows:

<!--[if !supportLists]-->A) <!--[endif]--> The Owner shall remit to the City an **\$8.00 fee** for each night of occupancy of a Dwelling Unit used as a Short-Term Rental for Type-R – Residential, and a **\$10.00 fee** for each night for Type-C – Commercial Short Term Rentals, permitting enforcement and other costs borne by the City. Fees shall be due and remitted along with tax submissions.

Please note that the ordinance as written does not mention affordable housing.

If you have questions, please let me know.

Thanks.

Tara

Tara Richard
Director of Council Relations
Office of Mayor LaToya Cantrell
City of New Orleans
504-658-4931

From: [Mailan T. Le](#)
To: [Deborah A. Vivien](#)
Cc: [Romy S. Samuel](#); [Kimberly K. Smith](#); [Anthony C. Riley](#); [Wendell McCall](#); [Edward Stallworth](#); [Lynette M. Doyle](#); [Leonard P. Leal, Jr.](#); [Jimmie L. Brown](#); [Michelle Shields](#); [Vinh V. Bui](#)
Subject: REQUEST FOR COPIES OF LEGISLATIVE ACT OF AN INCREASE 1% SALES/USE ON HOTEL FOR INFRASTRUCTURE FUND AND STR
Date: Wednesday, June 19, 2019 12:56:27 PM
Importance: High

Hi Deborah,

Can you please email us copies of the Act/HB # for our review, so we can update our tax forms and fund distribution correctly as mandated by law.

Thank you,

Mailan T. Le, Asst. Collector of Revenue
DEPARTMENT OF FINANCE/BUREAU OF REVENUE
1300 PERDIDO STREET, ROOM # 1W34
NEW ORLEANS, LA 70112
Office phone: (504) 658-1692, Fax: 658-1605
Cell phone: (504) 201-6973 and Email: mtle@nola.gov

From: [Tara G. Richard](#)
To: [Deborah A. Vivien](#)
Cc: [John D. Pourciau](#); [Liana Elliott](#); [Arthur C. Walton](#); [Clifton M. Davis](#); [Gilbert A. Montaño](#); [Joshua A. Zuckerman](#); [M. Tyler Russell](#); [Chad J. Brown](#)
Subject: RE: Interim STR Fund
Date: Tuesday, June 18, 2019 1:47:43 PM

The fees are imposed separately by Section 26-616©. Then the monies received from the fees imposed by Section 26-616(c) (i.e. \$8 and 10) go into the Interim Short Term Rental Fund to be used to offset the various costs borne by the City for the authorization, implementation and enforcement of Short Term Rentals.

From: Deborah A. Vivien
Sent: Tuesday, June 18, 2019 1:44 PM
To: Tara G. Richard
Cc: John D. Pourciau; Liana Elliott; Arthur C. Walton; Clifton M. Davis; Gilbert A. Montaño; Joshua A. Zuckerman; M. Tyler Russell; Chad J. Brown
Subject: Re: Interim STR Fund

Is this just setting up the fund or is this imposing the fee too?

Sent from my iPhone. Please excuse typos.

On Jun 18, 2019, at 1:06 PM, Tara G. Richard <tgrichard@nola.gov> wrote:

This Ordinance, which will set up the Interim Short Term Rental Fund, will probably be voted on at the Council meeting on Thursday.

It provides that “All monies received pursuant to the fees imposed by Section 26-616© of the Code... shall be deposited in the Fund to offset the various costs borne by the City of New Orleans stemming from the authorization, implementation, and enforcement of Short Term Rentals within the City.”

For ease of reference, Section 26-616© reads as follows:

- A) The Owner shall remit to the City an **\$8.00 fee** for each night of occupancy of a Dwelling Unit used as a Short-Term Rental for Type-R – Residential, and a **\$10.00 fee** for each night for Type-C – Commercial Short Term Rentals, permitting enforcement and other costs borne by the City. Fees shall be due and remitted along with tax submissions.

Please note that the ordinance as written does not mention affordable housing.

If you have questions, please let me know.

Thanks.

Tara

Tara Richard

Director of Council Relations

Office of Mayor LaToya Cantrell

City of New Orleans

504-658-4931

<STR Interim STR Fund Ordinance CH 70 6-6-19.pdf>

From: [Joshua A. Zuckerman](#)
To: [Deborah A. Vivien](#)
Subject: Quality of Life Fund Data
Date: Monday, June 17, 2019 2:02:12 PM

Deb,

I'm looking for the most recent data on the QoL Fund to recalculate the estimate on the 6.75 STR tax with as much real current data as possible. Who should I go to for that? Thanks so much!

Joshua A. Zuckerman

Director of Policy and Research

Office of Mayor LaToya Cantrell | City of New Orleans

1300 Perdido St 2E04

Joshua.zuckerman@nola.gov

Office: (504) 658-4919

Cell: (504) 357-8262

From: [Deborah A. Vivien](#)
To: [Joshua A. Zuckerman](#)
Cc: [Arthur C. Walton](#); [Gilbert A. Montaño](#)
Subject: RE: STR Tax and Fair Share
Date: Friday, June 14, 2019 5:08:34 PM

Hey Josh and Art,

- 1) Yes, we can talk about effective tax rates and % increases as related to STR Equalization and NHIF proposals. Just send a time and place – my calendar is up to date as far as I know.
- 2) As you know, a lot of the Fair Share work is being hammered out now and a timeline can be made available in the next few days. If you have format preferences, please send them. Since there are so many moving parts, I would like for Gilbert to be looped in on these discussions to ensure that everyone is on the same page.

Thanks and have a good weekend,

Deb

From: Joshua A. Zuckerman
Sent: Friday, June 14, 2019 4:30 PM
To: Deborah A. Vivien <deborah.vivien@nola.gov>
Cc: Arthur C. Walton <Arthur.Walton@nola.gov>
Subject: STR Tax and Fair Share

Deb,

The Mayor's Office had a meeting with the Council Chiefs of Staff earlier about STR fees and taxes, and I'm hoping you can help on some of the follow up action items.

- 1) Can we meet early next week sometime to go over effective tax rates and looking at some different scenarios with the % increase authorized by HB43 and NHIF fees?
- 2) We are hoping to share with council the money in – money out plan/requirements for the fair share deal, do you know what the timeline is on that being ready?

Thanks!

Joshua A. Zuckerman
Director of Policy and Research
Office of Mayor LaToya Cantrell | City of New Orleans
1300 Perdido St 2E04
Joshua.zuckerman@nola.gov
Office: (504) 658-4919
Cell: (504) 357-8262

From: [Deborah A. Vivien](#)
To: [Gilbert A. Montañó](#)
Subject: FW: STR Tax and Fair Share
Date: Friday, June 14, 2019 4:31:05 PM

FYI – I haven't answered yet.

From: Joshua A. Zuckerman
Sent: Friday, June 14, 2019 4:30 PM
To: Deborah A. Vivien <deborah.vivien@nola.gov>
Cc: Arthur C. Walton <Arthur.Walton@nola.gov>
Subject: STR Tax and Fair Share

Deb,

The Mayor's Office had a meeting with the Council Chiefs of Staff earlier about STR fees and taxes, and I'm hoping you can help on some of the follow up action items.

- 1) Can we meet early next week sometime to go over effective tax rates and looking at some different scenarios with the % increase authorized by HB43 and NHIF fees?
- 2) We are hoping to share with council the money in – money out plan/requirements for the fair share deal, do you know what the timeline is on that being ready?

Thanks!

Joshua A. Zuckerman
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Office: (504) 658-4919
Cell: (504) 357-8262

From: [Deborah A. Vivien](#)
To: [Norman L. White](#); [Gilbert A. Montaña](#); [Romy S. Samuel](#)
Subject: STR Lost Penny
Date: Thursday, June 13, 2019 7:39:36 PM

On July 1, hotels with 10 rooms or more will be subject to an additional tax of 1% with the signing of HB 522 (the lost penny bill). The money is dedicated to the Infrastructure and Maintenance Fund as part of the Fair Share Agreement.

By legal interpretation, STRs will also be subject to the lost penny through current law (interpretation being that the abatement never applied to them).

Do we want to impose the lost penny for STRs on July 1, too?

Aside: the lost penny on STRs is not currently dedicated but was mentioned as an offset for the NHIF increase that the Council discussed.

Sent from my iPhone. Please excuse typos.

From: [Deborah A. Vivien](#)
To: [Gilbert A. Montañó](#)
Subject: Fwd: STR tax
Date: Thursday, June 13, 2019 7:33:45 PM
Attachments: Notice of Intent (occupancy tax on STRs) Notice of Intent on July 11 Resolution on August 8.doc
ATT00001.htm

Attached is the motion to begin the process of getting the STR equalization tax on the ballot.

Sent from my iPhone. Please excuse typos.

Begin forwarded message:

From: "Tara G. Richard" <tgrichard@nola.gov>
Date: June 13, 2019 at 5:24:55 PM CDT
To: "Deborah A. Vivien" <deborah.vivien@nola.gov>
Subject: STR tax

Motion/Notice of Intent
Resolution

Tara Richard
Director of Council Relations
Office of Mayor LaToya Cantrell
City of New Orleans
504-658-4931

From: [Tara G. Richard](#)
To: [Liana Elliott](#)
Cc: [Arthur C. Walton](#); [M. Tyler Russell](#); [Joshua A. Zuckerman](#)
Subject: RE: STR tax -- meetings with Councilmembers
Date: Wednesday, June 12, 2019 10:08:28 AM

We will try to schedule a chief of staff meeting this week to discuss the Motion/Notice of Intent. Then we will set meetings with Councilmembers as necessary.

Liana and Art, we will work with your schedules for the meeting.

Thanks.

Tara

From: Tara G. Richard
Sent: Tuesday, June 11, 2019 8:52 PM
To: Liana Elliott
Cc: Arthur C. Walton; M. Tyler Russell; Joshua A. Zuckerman
Subject: Re: STR tax -- meetings with Councilmembers

Yes. Deadline to get ballot language approved is August 8.

Sent from my Sprint Phone.

----- Original message -----

From: Liana Elliott <Liana.Elliott@nola.gov>
Date: 6/11/19 8:33 PM (GMT-06:00)
To: "Tara G. Richard" <tgrichard@nola.gov>
Cc: "Arthur C. Walton" <Arthur.Walton@nola.gov>, "M. Tyler Russell" <mrussell@nola.gov>, "Joshua A. Zuckerman" <Joshua.Zuckerman@nola.gov>
Subject: Re: STR tax -- meetings with Councilmembers

Is the only difference the date?

Please excuse brevity and typos, sent from iPhone

On Jun 11, 2019, at 8:32 PM, Tara G. Richard <tgrichard@nola.gov> wrote:

Second.

Sent from my Sprint Phone.

----- Original message -----

From: Liana Elliott <Liana.Elliott@nola.gov>

Date: 6/11/19 8:17 PM (GMT-06:00)

To: "Tara G. Richard" <tgrichard@nola.gov>

Cc: "Arthur C. Walton" <Arthur.Walton@nola.gov>, "M. Tyler Russell" <mrussell@nola.gov>, "Joshua A. Zuckerman" <Joshua.Zuckerman@nola.gov>

Subject: Re: STR tax -- meetings with Councilmembers

Sorry not sure I understand the question - are you looking for who should be included in the meetings? Or something in writing about what the versions are?

Please excuse brevity and typos, sent from iPhone

On Jun 11, 2019, at 6:14 PM, Tara G. Richard <tgrichard@nola.gov> wrote:

Following up on this.

Tara

From: Tara G. Richard

Sent: Tuesday, June 11, 2019 3:18 PM

To: Liana Elliott; Arthur C. Walton

Cc: M. Tyler Russell; Joshua A. Zuckerman

Subject: STR tax -- meetings with Councilmembers

I am trying to schedule meetings this week with Councilmembers to discuss the STR tax/vote. Attached are two versions of the Motion/Notice of Intent to call the election in November.

What do you want me to include in the meeting requests?

Tara

Tara Richard

Director of Council Relations

Office of Mayor LaToya Cantrell

City of New Orleans

504-658-4931

From: [Anthony C. Riley](#)
To: [Deborah A. Vivien](#); [Norman L. White](#); [Romy S. Samuel](#); [Mailan T. Le](#)
Subject: RE: Fair Share activity
Date: Tuesday, June 11, 2019 10:07:01 AM

Deborah,

Have you vetted this with the Law Department? Is this the penny for STR that was once said to have to be voted on by the residence?

From: Deborah A. Vivien
Sent: Monday, June 10, 2019 11:30 AM
To: Norman L. White <Norman.White@nola.gov>; Romy S. Samuel <rssamuel@nola.gov>; Anthony C. Riley <acriley@nola.gov>; Mailan T. Le <mtle@nola.gov>
Subject: Fair Share activity

Hello All,

As part of the Fair Share Agreement, HB 522 is the lost penny bill that becomes effective on 7/1/19. It will increase the rate for hotels with 10 rooms or more by 1% with the revenue dedicated to the Infrastructure and Maintenance Fund. This is a friendly reminder that these remittances need to be identified so they can be deposited to the special fund instead of the general fund, beginning with July 1 activity.

This is separate from the lost penny on STRs, which is subject to the interpretation of the statute. The proceeds of the STR remittances on the lost penny are not directed to the Infrastructure and Maintenance Fund.

Here's the Enrolled Bill which was signed on Friday so will become the Act:
<https://www.legis.la.gov/legis/ViewDocument.aspx?d=1141141>

Please get in touch with questions.

Thanks,

Deb
658-8638

From: [Tara G. Richard](#)
To: [Gilbert A. Montaño](#)
Cc: [Chad J. Brown](#); [M. Tyler Russell](#)
Subject: RE: 4 STR Ordinances Introduced
Date: Tuesday, June 11, 2019 9:54:43 AM

They change the CZO and set permit fees (as set forth below). I don't believe it changes the \$1 that currently goes toward the NHIF. One of the ordinances, however, sets up a Short Term Rental Fund into which the permit fees set forth below will go.

Tara

Sec 26-616. – Short-Term Rental Permit Fees

A) There shall be the following Short-Term Rental Owner Permit classifications, which shall correspond to the types of Short-Term Rental uses set forth by the Comprehensive Zoning Ordinance:

- 1) Short-Term Rental Partial-Unit Residential
- 2) Short-Term Rental Small Residential
- 3) Short-Term Rental Large Residential
- 4) Short-Term Rental Commercial

B) The annual permit fees, and renewals thereof, shall be due upon application filing and shall be as follows:

- 1) Short-Term Rental Owner Permit (per Dwelling Unit used as a Short-Term Rental):
 - a. Type R – Residential
 - i. Partial-Unit – \$250.00
 - ii. Small Residential – \$500.00
 - iii. Large Residential – \$500.00
 - b. Type C – Commercial - \$5,000.00
 - 2) Short-Term Rental Operator Permit
 - a. If the Owner is the Operator of the Type-R - Residential Short-Term Rental: \$0.00
 - b. If the Operator is a natural person other than the Owner, for Type-R Residential Short-Term Rental(s):
 - i. 1 Short-Term Rental – \$150.00;
 - ii. 2+ Short-Term Rentals - \$1,000.00
 - c. Type-C, Commercial Short-Term Rentals - \$1,000.00.
 - 3) Short-Term Rental Platform Permit – \$50,000.00
- C) The Owner shall remit to the City an \$8.00 fee for each night of occupancy of a Dwelling Unit used as a Short-Term Rental for Type-R – Residential, and a \$10.00 fee for each night for Type-C – Commercial Short Term Rentals, permitting enforcement and other costs borne by the City. Fees shall be due and remitted along with tax submissions.

-----Original Message-----

From: Gilbert A. Montaño
Sent: Monday, June 10, 2019 8:08 PM
To: Tara G. Richard
Cc: Chad J. Brown; M. Tyler Russell
Subject: Re: 4 STR Ordinances Introduced

Do these affect the Fair share deal?

Thanks, Gilbert

Sent from my iPhone

> On Jun 10, 2019, at 11:56 AM, Tara G. Richard <tgrichard@nola.gov> wrote:

>

>

> Attached are the 4 ordinances related to STR that were filed last

> week. Please note the creation of the Interim Short Term Rental Fund:

> ~~â€œ~~All monies received pursuant to the fees imposed by Section
> 26.216(c) of the Code of the City of New Orleans, shall be deposited
> in the Fund to offset the various costs borne by the City of New
> Orleans stemming from the authorization, implementation, and
> enforcement of Short Term Rentals within the City.â€œ
>
> Thanks.
> Tara
> <STR CZO Rewrite Ordinance 6-6-19.pdf> <STR CH 26 Permits and Fees,
> Operating Regs, Enforcement Parameters, Penalties 6-6-19.pdf> <STR
> Interim STR Fund Ordinance CH 70 6-6-19.pdf> <STR IZD Update
> 6-6-19.pdf>

From: [Tara G. Richard](#)
To: [John D. Pourciau](#)
Subject: Fwd: Short Term Rental Fees -- Ordinance as filed (annual permit fees + \$8/\$10 fee for enforcement)
Date: Thursday, June 6, 2019 3:08:58 PM
Attachments: 32691 - STR Code Ord (as filed).docx

FYI

Sent from my Sprint Phone.

----- Original message -----

From: "Tara G. Richard" <tgrichard@nola.gov>
Date: 6/6/19 10:25 AM (GMT-06:00)
To: "John D. Pourciau" <John.Pourciau@nola.gov>, Liana Elliott <Liana.Elliott@nola.gov>, "Arthur C. Walton" <Arthur.Walton@nola.gov>, "Monika A. Gerhart" <Monika.Gerhart@nola.gov>, "Joshua A. Zuckerman" <Joshua.Zuckerman@nola.gov>
Cc: "M. Tyler Russell" <mrussell@nola.gov>, "Chad J. Brown" <cjbrown@nola.gov>, "Gilbert A. Montaño" <Gilbert.Montano@nola.gov>, "Deborah A. Vivien" <deborah.vivien@nola.gov>
Subject: RE: Short Term Rental Fees -- Ordinance as filed (annual permit fees + \$8/\$10 fee for enforcement)

Attached is the Ordinance introduced today with regard to STR permits and fees.

We are drafting a memo regarding same, but I want to make sure you have a copy.

Tara

From: Tara G. Richard
Sent: Thursday, June 6, 2019 10:07 AM
To: John D. Pourciau; Liana Elliott; Arthur C. Walton; Monika A. Gerhart; Joshua A. Zuckerman
Cc: M. Tyler Russell; Chad J. Brown; Gilbert A. Montaño; Deborah A. Vivien
Subject: Short Term Rental Fees -- Ordinance as filed (annual permit fees + \$8/\$10 fee for enforcement)

Sec 26-616. – Short-Term Rental Permit Fees

A) There shall be the following Short-Term Rental Owner Permit classifications, which shall correspond to the types of Short-Term Rental uses set forth by the Comprehensive Zoning Ordinance:

- 1) Short-Term Rental Partial-Unit Residential
- 2) Short-Term Rental Small Residential

3) Short-Term Rental Large Residential

4) Short-Term Rental Commercial

B) The **annual permit fees**, and renewals thereof, shall be due upon application filing and shall be as follows:

1) Short-Term Rental Owner Permit (per Dwelling Unit used as a Short-Term Rental):

a. Type R – Residential

i. Partial-Unit – \$250.00

ii. Small Residential – \$500.00

iii. Large Residential – \$500.00

b. Type C – Commercial - \$5,000.00

2) Short-Term Rental Operator Permit

a. If the Owner is the Operator of the Type-R - Residential Short-Term Rental:
\$0.00

b. If the Operator is a natural person other than the Owner, for Type-R
Residential Short-Term Rental(s):

i. 1 Short-Term Rental – \$150.00;

ii. 2+ Short-Term Rentals - \$1,000.00

c. Type-C, Commercial Short-Term Rentals - \$1,000.00.

3) Short-Term Rental Platform Permit – \$50,000.00

C) The Owner shall remit to the City an **\$8.00 fee** for each night of occupancy of a Dwelling Unit used as a Short-Term Rental for Type-R – Residential, and a **\$10.00 fee** for each night for Type-C – Commercial Short Term Rentals, permitting enforcement and other costs borne by the City. Fees shall be due and remitted along

with tax submissions.

Tara Richard

Director of Council Relations
Office of Mayor LaToya Cantrell
City of New Orleans
504-658-4931

From: [Deborah A. Vivien](#)
To: [Tara G. Richard](#)
Cc: [John D. Pourciau](#); [Liana Elliott](#); [Arthur C. Walton](#); [Monika A. Gerhart](#); [Joshua A. Zuckerman](#); [M. Tyler Russell](#); [Chad J. Brown](#); [Gilbert A. Montañó](#)
Subject: Re: Short Term Rental Fees -- Ordinance as filed (annual permit fees + \$8/\$10 fee for enforcement)
Date: Thursday, June 6, 2019 10:30:05 AM

Is everything good with the Fair Share equalization in light of this \$8-\$10 per night fee?

Sent from my iPhone. Please excuse typos.

On Jun 6, 2019, at 10:06 AM, Tara G. Richard <tgrichard@nola.gov> wrote:

Sec 26-616. – Short-Term Rental Permit Fees

<!--[if !supportLists]-->A) <!--[endif]-->There shall be the following Short-Term Rental Owner Permit classifications, which shall correspond to the types of Short-Term Rental uses set forth by the Comprehensive Zoning Ordinance:

<!--[if !supportLists]-->1) <!--[endif]-->Short-Term Rental Partial-Unit Residential

<!--[if !supportLists]-->2) <!--[endif]-->Short-Term Rental Small Residential

<!--[if !supportLists]-->3) <!--[endif]-->Short-Term Rental Large Residential

<!--[if !supportLists]-->4) <!--[endif]-->Short-Term Rental Commercial

<!--[if !supportLists]-->B) <!--[endif]-->The **annual permit fees**, and renewals thereof, shall be due upon application filing and shall be as follows:

<!--[if !supportLists]-->1) <!--[endif]-->Short-Term Rental Owner Permit (per Dwelling Unit used as a Short-Term Rental):

<!--[if !supportLists]-->a. <!--[endif]-->Type R – Residential

$$\langle!--[if !supportLists]-->$$

i. `<!--[endif]-->`Partial-Unit –

\$250.00

$$\langle!--[if !supportLists]-->$$

ii. <!--[endif]-->Small Residential

– \$500.00

$$\langle!--[if !supportLists]-->$$

iii. `<!--[endif]-->` Large Residential

– \$500.00

<!--[if !supportLists]-->b. <!--[endif]-->Type C – Commercial -

\$5,000.00

<!--[if !supportLists]-->2) <!--[endif]-->Short-Term Rental Operator

Permit

```
<!--[if !supportLists]-->a. <!--[endif]-->If the Owner is the Operator
```

of the Type-R - Residential Short-Term Rental: \$0.00

<!--[if !supportLists]-->b. <!--[endif]-->If the Operator is a natural person other than the Owner, for Type-R Residential Short-Term Rental(s):

`<!--[if !supportLists]-->`

i. <!--[endif]-->1 Short-Term

Rental – \$150.00;

$$\langle!--[if !supportLists]-->$$

ii. `<!--[endif]-->` 2+ Short-Term

Rentals - \$1,000.00

```
<!--[if !supportLists]-->c. <!--[endif]-->Type-C, Commercial Short-
```

Term Rentals - \$1,000.00.

<!--[if !supportLists]-->3) <!--[endif]-->Short-Term Rental Platform

Permit – \$50,000.00

<!--[if !supportLists]-->C) <!--[endif]-->The Owner shall remit to the City

an **\$8.00 fee** for each night of occupancy of a Dwelling Unit used as a Short-Term Rental for Type-R – Residential, and a **\$10.00 fee** for each night for Type-C – Commercial Short Term Rentals, permitting enforcement and other costs borne by the City. Fees shall be due and remitted along with tax submissions.

Tara Richard

Director of Council Relations
Office of Mayor LaToya Cantrell
City of New Orleans
504-658-4931

From: [Monika A. Gerhart](#)
To: [Tara G. Richard](#)
Cc: [Arthur C. Walton](#); [John D. Pourciau](#); [Liana Elliott](#); [M. Tyler Russell](#)
Subject: Re: Short term rental incentives study
Date: Wednesday, June 5, 2019 2:15:19 PM

These can go to Josh and I.

Sent from my iPhone

On Jun 5, 2019, at 2:14 PM, Tara G. Richard <tgrichard@nola.gov> wrote:

HR&A, the consultant doing the study, has specific questions about HB 43 (6.75% on STR). To whom shall I direct them?

Tara

Tara Richard
Director of Council Relations
Office of Mayor LaToya Cantrell
City of New Orleans
504-658-4931

From: [Gilbert A. Montañó](#)
To: [Gilbert A. Montañó](#); [Sunni LeBeouf](#); [Norman L. White](#); [Ramsey J. Green](#); ["gkorban@swbno.org"](#); [Joshua O. Cox](#); [Liana Elliott](#); [John D. Pourciau](#); [LaToya Cantrell](#); [Katie Donahue](#); ["charowski@swbno.org"](#); [Cary M. Grant](#); [Clifton M. Davis](#); [LaNitrah B. Hasan](#); ["Ydowns@swbno.org"](#); [Cynthia M. Connick](#); ["Ygrinstead@swbno.org"](#); [Nancy E. Borland](#); [Tara G. Richard](#); [Deborah A. Vivien](#); [Joycelyn E. Christopher](#); [Chad J. Brown](#); [Michael G. Tidwell](#); [Arthur C. Walton](#); [Monika A. Gerhart](#); [Stephanie M. Hennings](#); [Courtney W. Story](#); [Jennifer L. Naquin](#)
Subject: Fair Share Meeting and Task List
Date: Wednesday, June 5, 2019 10:20:19 AM
Attachments: Fair Share Task List by Dept 6-4-19.pdf

Good Morning:

Thank you for all your hard work. As we continue moving forward, I believe it will benefit everyone to be on the same page concerning the Fair Share Agreement implementation. I hope everyone will be able to make the upcoming meeting or send the proper designee.

Attached, please find a preliminary task list by Department with actions required to implement the Agreement. Please review the list and prepare any disputes, concerns, questions or omissions so we can discuss them at the meeting.

Going forward, this list will form the basis of future meetings to gauge progress and allow everyone to stay informed on all aspects of the Agreement implementation. This meeting will emphasize issues most relevant to the bill signing and, time permitting, will move to more detailed issues concerning the agreement. As I have said in the previous meetings, this is top priority for the Mayor, the Administration, and the SWB please be as responsive and detailed with information as possible during the formative stages of implementation. As always please reach out if there are any questions or concerns.

Draft Agenda

- A. Distribution and High Level Explanation of Task List
- B. Issues Relevant to Bill Signing on Friday
 - a. The spending plan moving forward for SWB and City from one-time and recurring funds
 - b. An estimate of total need to rebuild infrastructure for context
 - c. Progress on obtaining one-time funds
 - d. Timeline and potential risks over time of recurring revenue
- C. Questions or concerns from the group about Bill Signing
- D. Questions or concerns from the group about implementation matters (time permitting)

Below are questions that have been raised that we will need to address:

- Local Privilege Rededication

- Will the distribution to NO&C for staff expenses recur annually or just one-time for initiation?
- What is the basis for the annual distribution to NO&C - fixed or formula?

- STR Equalization
 - Are the merger funds (25% dedication) a pass-through or an appropriation?

 - Can the legislature dedicate directly to the Infrastructure Maintenance Fund or does it have to go to the city general fund first?
 - What happens to the NO&C share from the time it is collected around 1/1/20 until the CEA with the City is finalized - escrow, all to CNO?
 - Can the City retain collection fees from the NO&C disbursement?

- Review Board (***Note: meeting Wed. afternoon to discuss Review Board should alleviate many or all of these questions prior to Thursday meeting***)
 - Where is the Review Board positioned in the funding process; is it after money is deposited in the City's Infrastructure Fund but before SWB decisions to spend?
 - Does the Board review SWB and City projects funded with recurring and non-recurring funds or just a subset?
 - Which organizations will be represented among the 7 members?
 - How often will the Board meet?
 - What are the vote allowances (up or down, scope change, etc.)?
 - What documentation will be required for review (specified forms)?
 - Will all of these Board requirements be included in the Executive Order?

- Ordinances
 - Should a budget ordinance be filed upon execution of the CEA or when the revenue begins to be collected?

- Disbursements
 - Does NO&C already have a CEA with the City and, if so, is it a pass-through or an appropriation?

Sincerely,

Gilbert Montano

Chief Administrative Officer

City of New Orleans

1300 Perdido Street Suite 9E06

New Orleans, LA 70112

504-658-8610 (o)

Gilbert.Montano@nola.gov

From: [Chad J. Brown](#)
To: [Deborah A. Vivien](#)
Cc: [Gilbert A. Montaño](#); [Stephanie M. Hennings](#); [Courtney W. Story](#)
Subject: Re: Drafts for Proposed Fair Share Meeting
Date: Wednesday, June 5, 2019 7:29:19 AM

Will do.

Sent from my iPhone

On Jun 5, 2019, at 3:11 AM, Deborah A. Vivien <deborah.vivien@nola.gov> wrote:

Thanks. Joe Threat is welcome, but please keep LaNitrah on, too.

Sent from my iPhone. Please excuse typos.

On Jun 4, 2019, at 5:19 PM, Chad J. Brown <cjbrown@nola.gov> wrote:

Got it. I will be sure to also add Joe Threat. I believe LaNitra was his proxy at the last meeting.

Chad J. Brown

Chief of Staff to the Chief Administrative Officer | City of New Orleans
(o) 504.658.8605 | (e) cjbrown@nola.gov

From: Deborah A. Vivien

Sent: Tuesday, June 4, 2019 5:15 PM

To: Gilbert A. Montaño <Gilbert.Montano@nola.gov>

Cc: Chad J. Brown <cjbrown@nola.gov>; Stephanie M. Hennings <smhennings@nola.gov>; Courtney W. Story <Courtney.Story@nola.gov>

Subject: Drafts for Proposed Fair Share Meeting

Gilbert, below is the invitee list and draft text for the proposed Thursday afternoon meeting (task list by department also attached). Please get in touch as needed. Deb

Invitee Group (*Chad, does this suffice?*)

Gilbert A. Montaño <Gilbert.Montano@nola.gov>; Chad J. Brown <cjbrown@nola.gov>; Joycelyn E. Christopher <jechristopher@nola.gov>; Norman L. White <Norman.White@nola.gov>; Ramsey J. Green <Ramsey.Green@nola.gov>; Sunni LeBeouf <Sunni.LeBeouf@nola.gov>; Gkorman@swbno.org; Joshua O. Cox <Joshua.Cox@nola.gov>; Liana Elliott <Liana.Elliott@nola.gov>; John D. Pourciau (John.Pourciau@nola.gov); Katie Donahue <Kathleen.Donahue@nola.gov>; charowski@swbno.org;

Cary M. Grant <cmgrant@nola.gov>; Clifton M. Davis
<Clifton.Davis@nola.gov>; LaNitrah B. Hasan <lbhasan@nola.gov>;
DOWNS, Yvette <Ydowns@swbno.org>; Cynthia M. Connick
<cmconnick@nola.gov>; Ygrinstead@swbno.org; Nancy E. Borland
(neborland@nola.gov); Tara G. Richard <tgrichard@nola.gov>; Deborah A.
Vivien <deborah.vivien@nola.gov>

Draft Email Text

In light of the press conference scheduled for Friday afternoon, I believe it will benefit everyone to be on the same page concerning the Fair Share Agreement implementation. Attached, please find a preliminary task list by department with actions required to implement the Agreement. Please review the list and prepare any disputes, concerns, questions or omissions so we can discuss them at this meeting. Going forward, this list will form the basis of future meetings to gauge progress and allow everyone to stay informed on all aspects of the Agreement implementation. This meeting will emphasize issues most relevant to the press conference and, time permitting, will move to more detailed issues concerning the agreement.

Draft Agenda

- <!--[if !supportLists]-->A. <!--[endif]-->Distribution and High Level Explanation of Task List
- <!--[if !supportLists]-->B. <!--[endif]-->Issues Relevant to the Mayor's Press Conference (*NOTE: Should Communications be invited?*)
 - <!--[if !supportLists]-->a. <!--[endif]-->The spending plan moving forward for SWB and City from one-time and recurring funds
 - <!--[if !supportLists]-->b. <!--[endif]-->An estimate of total need to rebuild infrastructure for context
 - <!--[if !supportLists]-->c. <!--[endif]-->Progress on obtaining one-time funds (*Note: Review Board roll may be critical*)
 - <!--[if !supportLists]-->d. <!--[endif]-->Timeline and potential risks over time of recurring revenue
- <!--[if !supportLists]-->C. <!--[endif]-->Questions or concerns from the group about the press conference
- <!--[if !supportLists]-->D. <!--[endif]-->Questions or concerns from the group about implementation matters (time permitting)

Note: Below are questions that have been raised and need answers. They can be distributed as part of the agenda or in a separate document:

<!--[if !supportLists]-->• <!--[endif]-->Local Privilege Rededication
<!--[if !supportLists]-->o <!--[endif]-->Will the distribution to NO&C for staff expenses recur annually or just one-time for initiation?
<!--[if !supportLists]-->o <!--[endif]-->What is the basis for the annual distribution to NO&C - fixed or formula?

<!--[if !supportLists]-->• <!--[endif]-->STR Equalization
<!--[if !supportLists]-->o <!--[endif]-->Are the merger funds (25% dedication) a pass-through or an appropriation?

<!--[if !supportLists]-->o <!--[endif]-->Can the legislature dedicate directly to the Infrastructure Maintenance Fund or does it have to go to the city general fund first?
<!--[if !supportLists]-->o <!--[endif]-->What happens to the NO&C share from the time it is collected around 1/1/20 until the CEA with the City is finalized - escrow, all to CNO?
<!--[if !supportLists]-->o <!--[endif]-->Can the City retain collection fees from the NO&C disbursement?

<!--[if !supportLists]-->• <!--[endif]-->Review Board ***(Note: meeting Wed. afternoon to discuss Review Board should alleviate many or all of these questions)***

<!--[if !supportLists]-->o <!--[endif]-->Where is the Review Board positioned in the funding process; is it after money is deposited in the City's Infrastructure Fund but before SWB decisions to spend?
<!--[if !supportLists]-->o <!--[endif]-->Does the Board review SWB and City projects funded with recurring and non-recurring funds or just a subset?
<!--[if !supportLists]-->o <!--[endif]-->Which organizations will be represented among the 7 members?
<!--[if !supportLists]-->o <!--[endif]-->How often will the Board meet?
<!--[if !supportLists]-->o <!--[endif]-->What are the vote allowances (up or down, scope change, etc.)?
<!--[if !supportLists]-->o <!--[endif]-->What documentation will be required for review (specified forms)?
<!--[if !supportLists]-->o <!--[endif]-->Will all of these Board requirements be included in the Executive Order?

<!--[if !supportLists]-->• <!--[endif]-->Ordinances
<!--[if !supportLists]-->o <!--[endif]-->Should a budget ordinance be filed upon execution of the CEA or when the revenue begins to be collected?

<!--[if !supportLists]-->• <!--[endif]-->Disbursements
<!--[if !supportLists]-->o <!--[endif]-->Does NO&C already have a CEA with the City and, if so, is it a pass-through or an appropriation?

From: [Zachary R. Smith](#)
To: [Courtney W. Story](#)
Cc: [Chad J. Brown](#)
Subject: RE: Council Updates
Date: Tuesday, June 4, 2019 2:15:31 PM

Thanks.

Zachary Smith, AIA, CBO
Director
Department of Safety & Permits
zrsmith@nola.gov
504-658-7114

-----Original Message-----

From: Courtney W. Story
Sent: Tuesday, June 4, 2019 1:45 PM
To: Zachary R. Smith <zrsmith@nola.gov>
Cc: Chad J. Brown <cjbrown@nola.gov>
Subject: RE: Council Updates

Hey,

Deb is planning on being there to speak to this if it comes up.

Thanks for letting me know!

C

--

Courtney Werpy Story, MPH
Innovation Manager
City of New Orleans

1300 Perdido Street | Suite 8W03-A | New Orleans, LA 70112 Desk 504.658.7674 | Mobile 504.377.0296 | Email
courtney.story@nola.gov

-----Original Message-----

From: Zachary R. Smith
Sent: Monday, June 3, 2019 3:21 PM
To: Courtney W. Story
Subject: Council Updates

Courtney,

We have heard that several council members are prepared to ask us about current and future budgeting for STR enforcement. I would like to discuss this with you so we can make sure we are on the same page as the budget office.

Thanks.

Zachary Smith, AIA, CBO
Director
Department of Safety & Permits

zsmith@nola.gov
504-658-7114

From: [Courtney W. Story](#)
To: [Chad J. Brown](#)
Subject: STR Revenue
Date: Monday, June 3, 2019 3:35:29 PM

So I talked a little bit more w/Zach and Jen and I think we are ok. I will write up a few talking points for them w/Deb after I talk w/her

--

Courtney Werpy Story, MPH
Innovation Manager
City of New Orleans

1300 Perdido Street | Suite 8W03-A | New Orleans, LA 70112
Desk 504.658.7674 | Mobile 504.377.0296 | Email courtney.story@nola.gov

From: [Tara G. Richard](#)
To: [Liana Elliott](#); [M. Tyler Russell](#)
Cc: [Katie Donahue](#)
Subject: RE: Detailed timelines
Date: Monday, May 20, 2019 10:52:43 AM
Attachments: image001.png

Ballot language: The notice of intent/Motion to get language on the ballot (STR tax) in November must be filed by Monday, June 17 (to be voted on by June 20). I would like to get it in earlier than that, but the bill needs to be approved (hopefully before June 3). Then the Resolution (with ballot language) needs to be adopted by 7/25. That means filing by July 22. We plan to have the motion and resolutions drafted immediately after the bill becomes law and will start socializing with Council members.

Are you referring to a CEA between S&WB and the City? If so, I would allow at least two months for the CEA to get approval (it probably will go the Public Works Committee meeting).

We are still working through issues related to the hotel occupancy tax ordinance. But the ordinance and any other changes need to be finalized by the December 19 meeting (last meeting of 2019).

Let me know if you have any questions or need additional information.

Tara

From: Liana Elliott
Sent: Monday, May 20, 2019 10:46 AM
To: Tara G. Richard; M. Tyler Russell
Cc: Katie Donahue
Subject: Detailed timelines

Tara and Tyler,

We're starting to drill down on the granular details of executing the fair share deal – do you have detailed timelines for when everything that will need to pass through Council? Most notably are the deadlines related to various ballots – primary, general, and runoff. It would also be helpful to have a little timeline about how to get a CEA through Council as well.

Let me know if you have any questions, thanks so much!

Liana M. Elliott

Deputy Chief of Staff

Office of Mayor LaToya Cantrell | City of New Orleans

1300 Perdido St 2E04

liana.elliott@nola.gov

o | 504-658-4973

m | 504-295-6039



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From: [M. Tyler Russell](#)
To: [John D. Pourciau](#); [Liana Elliott](#); [Clifton M. Davis](#); [Arthur C. Walton](#); [Tara G. Richard](#)
Subject: For Review Memo Regarding Proposed STR Amendments
Date: Wednesday, May 15, 2019 1:51:27 PM
Attachments: For Review Memo Regarding STR Amendments.docx

See attached memo regarding the 19 proposed STR amendments. Put this together attempting to provide some clarity on the proposed amendments. Let me know if you have questions.

Tyler Russell

IGR Project Manager
Office of Mayor LaToya Cantrell
1300 Perdido St. | Suite 2E04
New Orleans, LA 70112
Office: (504) 658-4935

From: [M. Tyler Russell](#)
To: [John D. Pourciau](#); [Arthur C. Walton](#); [Gilbert A. Montaña](#); [Chad J. Brown](#); [Joycelyn E. Christopher](#)
Cc: [Tara G. Richard](#)
Subject: Council Agenda Items of Note Tomorrow 5/9/19
Date: Wednesday, May 8, 2019 3:21:54 PM
Attachments: Council Agenda Items of Note 05-9-19.docx
05-09-2019-Council Agenda.docx

Attaching the Council Agenda Memo for tomorrow. Also attaching the full word doc agenda if needed.

- MSY will update Council on Airport progress and delays
- Homeless Ordinance we have issues with will be voted on with amendments
- Council is creating a Tax Dedications Committee that all CMs will sit on
- Our Resolution of support for our housing bills SB 79 and 80 will be voted on
- FQ Improvement Fund Budget Transfer will be voted on
- RTA Tax Deds Resolution that passed Transportation Committee will be voted on
- The ERC CEA will be sent to Committee and voted on in June
- CM Moreno will officially become the Council President and CM Williams the Council Vice President per the City Charter

STRs will be voted on next Thursday 5/16. We were told this AM that the Municode changes/NHIF nightly fee changes will be introduced in June and voted on at the Ordinance stage of the STR regulations in July. See attached memo for other items of note.

Tyler Russell

IGR Project Manager
Office of Mayor LaToya Cantrell
1300 Perdido St. | Suite 2E04
New Orleans, LA 70112
Office: (504) 658-4935

From: [Walter J. O'Brien, Jr](#)
To: [Deborah A. Vivien](#)
Subject: RE: Affordable Housing Exemption bills passed out of Senate
Date: Wednesday, May 8, 2019 9:57:48 AM

thanks

From: Deborah A. Vivien
Sent: Wednesday, May 8, 2019 7:52 AM
To: Julius M. Nunn <jmnunn@nola.gov>; Walter J. O'Brien, Jr <wjjobrien@nola.gov>
Subject: Affordable Housing Exemption bills passed out of Senate

<http://www.legis.la.gov/legis/ViewDocument.aspx?d=1132196>
<http://www.legis.la.gov/legis/ViewDocument.aspx?d=1132276>

First time seeing the amendments.

They limited an eligible property to on with 15 residential units or less, no STR. The guidelines for rules and oversight (OCD, Council, CPC) are more specific, though still broad. They also prohibited a millage change in response to the exemption. I'm not sure how this works for Board of Liq but I've seen the language before, maybe for the Restoration Tax abatement?

I have no knowledge of whether these amendments appease the House or there are more amendments to come. Just watching this from now on.

From: [Deborah A. Vivien](#)
To: [Gilbert A. Montañó](#)
Subject: FW: Affordable Housing Exemption passed the Senate
Date: Wednesday, May 8, 2019 8:28:02 AM

Also notice that they picked up cosigners, including JP Morrell

From: Deborah A. Vivien
Sent: Wednesday, May 08, 2019 7:49 AM
To: Gilbert A. Montañó
Subject: Affordable Housing Exemption passed the Senate

<http://www.legis.la.gov/legis/ViewDocument.aspx?d=1132196>
<http://www.legis.la.gov/legis/ViewDocument.aspx?d=1132276>

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I have no knowledge of whether these amendments appease the House or there are more amendments to come. Just watching this from now on. Let me know if you want me to weigh in.

From: [Tara G. Richard](#)
To: [Arthur C. Walton](#); [Liana Elliott](#)
Subject: FW: Affordable housing
Date: Thursday, May 2, 2019 2:08:00 PM

From: LaTonya Norton
Sent: Thursday, May 2, 2019 1:00 PM
To: Ellen M. Lee; Marjorianna B. Willman; Tara G. Richard
Cc: Michael G. Tidwell
Subject: FW: Affordable housing

LaTonya Norton
Press Secretary
Office of Mayor LaToya Cantrell
City of New Orleans
(504) 658-4962 office
(504) 295-2661 cell
latonya.norton@nola.gov

From: Kevin Litten [mailto:Kevin_Litten@nola.com]
Sent: Thursday, May 2, 2019 12:53 PM
To: LaTonya Norton
Subject: Re: Affordable housing

EMAIL FROM EXTERNAL SENDER

LaTonya,

Another question came up in speaking with a short-term rental advocate today: They wonder whether the city is overestimating the revenue it would receive (\$10M) from a new tax, given the council is moving to strictly limit short-term rentals. The thinking here is that the \$10M is based on current numbers of STRs, not the reduced numbers that would cease operating legally if new regulations are approved.

Is it likely that the \$10M in new tax revenue would be reduced given STRs would also be reduced?

Thanks

Kevin

Kevin Litten
Reporter, NOLA.com | The Times-Picayune
504-826-3524 (desk)
225-436-2207 (mobile)
Twitter: @kevinlitten

From: LaTonya Norton <LaTonya.Norton@nola.gov>

Date: Wednesday, May 1, 2019 at 19:59

To: Kevin Litten <Kevin_Litten@nola.com>

Subject: FW: Affordable housing

Kevin,

I took notes during the interview and I'm working to get the answers you need.

You want to know...

Does the administration feel there's enough money from STR going into NHIF?

Any other questions?

LaTonya Norton
Press Secretary
Office of Mayor LaToya Cantrell
City of New Orleans
(504) 658-4962 office
(504) 295-2661 cell
latonya.norton@nola.gov

From: Kevin Litten [mailto:Kevin_Litten@nola.com]

Sent: Wednesday, May 1, 2019 1:25 PM

To: DIST_Communications

Subject: Affordable housing

EMAIL FROM EXTERNAL SENDER

Good afternoon,

I am working on a story about short-term rentals and the mayor's past commitments to address affordable housing in the city.

The framework of the deal in the legislature that's been reported so far seems to prioritize

infrastructure over affordable housing. There's concern about that, considering the City Council wanted to use new short-term rental regulations to channel more money into the NHIF.

Is there anyone in the administration that would be willing to speak to me for this story?

My deadline is close of business today.

Thanks

Kevin

Kevin Litten

Reporter, [NOLA.com](https://www.nola.com) | The Times-Picayune

504-826-3524 (desk)

225-436-2207 (mobile)

Twitter: @kevinlitten

From: [Emily G. Wcislo](#)
To: [Ellen M. Lee](#); [Michael G. Tidwell](#); [Tara G. Richard](#); [Liana Elliott](#); [LaTonya Norton](#)
Cc: [Marjorianna B. Willman](#); [John D. Pourciau](#); [Katie Donahue](#)
Subject: RE: Affordable housing
Date: Wednesday, May 1, 2019 5:51:29 PM

We need Tara, Ellen, Liana, and Tyler. If anyone else copied on this email wants to attend please let me know and I will add you to the invite.

I will send out a HOLD meeting invite for tomorrow 2:30pm-3:00pm. Please email me directly if you're unable to make this time and we can adjust. I've copied Katie for scheduling as well.

-Emily

Emily Wcislo
Communications Assistant
Office of Mayor LaToya Cantrell
City of New Orleans
Office: 504.658.4949
Cell: 504.406.3355

From: Ellen M. Lee
Sent: Wednesday, May 1, 2019 5:27 PM
To: Emily G. Wcislo; Michael G. Tidwell; Tara G. Richard; Liana Elliott; LaTonya Norton
Cc: Marjorianna B. Willman; John D. Pourciau
Subject: RE: Affordable housing

I'm guessing I need to be in the meeting.

Ellen M. Lee | Director of Community and Economic Development
City of New Orleans | Mayor LaToya Cantrell
1340 Poydras Street, Suite 1800 | New Orleans, LA 70112
OFFICE 504.658.4904 | **FAX** 504.658.4918 | **EMAIL** emlee@nola.gov

From: Emily G. Wcislo
Sent: Wednesday, May 01, 2019 5:06 PM
To: Ellen M. Lee <emlee@nola.gov>; Michael G. Tidwell <mgtidwell@nola.gov>; Tara G. Richard <tgrichard@nola.gov>; Liana Elliott <Liana.Elliott@nola.gov>; LaTonya Norton <LaTonya.Norton@nola.gov>
Cc: Marjorianna B. Willman <Marjorianna.Willman@nola.gov>; John D. Pourciau <John.Pourciau@nola.gov>
Subject: RE: Affordable housing

Hi all,

Beau has availability from 2:30-4:00pm tomorrow. Please let me know who needs to be in the

meeting and I can assist in scheduling.

Best,

Emily

Emily Wcislo
Communications Assistant
Office of Mayor LaToya Cantrell
City of New Orleans
Office: 504.658.4949
Cell: 504.406.3355

From: Ellen M. Lee
Sent: Wednesday, May 1, 2019 4:40 PM
To: Michael G. Tidwell; Tara G. Richard; Liana Elliott; LaTonya Norton
Cc: Marjorianna B. Willman; John D. Pourciau; Emily G. Wcislo
Subject: RE: Affordable housing

I'm around tomorrow.

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From: Michael G. Tidwell
Sent: Wednesday, May 01, 2019 4:37 PM
To: Tara G. Richard <tgrichard@nola.gov>; Ellen M. Lee <emlee@nola.gov>; Liana Elliott <Liana.Elliott@nola.gov>; LaTonya Norton <LaTonya.Norton@nola.gov>
Cc: Marjorianna B. Willman <Marjorianna.Willman@nola.gov>; John D. Pourciau <John.Pourciau@nola.gov>; Emily G. Wcislo <Emily.Wcislo@nola.gov>
Subject: RE: Affordable housing

Yup. Adding in Emily to schedule.
Who needs to be there?

From: Tara G. Richard
Sent: Wednesday, May 1, 2019 4:28 PM
To: Ellen M. Lee; Michael G. Tidwell; Liana Elliott; LaTonya Norton
Cc: Marjorianna B. Willman; John D. Pourciau
Subject: RE: Affordable housing

Can we please set a meeting to discuss?

Tara

From: Ellen M. Lee
Sent: Wednesday, May 1, 2019 4:25 PM
To: Michael G. Tidwell; Liana Elliott; LaTonya Norton
Cc: Tara G. Richard; Marjorianna B. Willman; John D. Pourciau
Subject: RE: Affordable housing

Just got off the phone with Kevin. We went that route with him, but he is dissatisfied. Didn't see – or didn't want to see – the connection to infrastructure and affordable housing. He specifically wants to know how the administration is planning to add more money to NHIF for affordable housing if the STR money is now being redirected to infrastructure. LaTonya might have his other questions. I didn't speak about the existing STR fee (\$1 per night) that goes into NHIF because we are still working through the details of the agreement.

Ellen M. Lee | Director of Community and Economic Development
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From: Michael G. Tidwell
Sent: Wednesday, May 01, 2019 2:54 PM
To: Ellen M. Lee <emlee@nola.gov>; Liana Elliott <Liana.Elliott@nola.gov>; LaTonya Norton <LaTonya.Norton@nola.gov>
Cc: Tara G. Richard <tgrichard@nola.gov>; Marjorianna B. Willman <Marjorianna.Willman@nola.gov>; John D. Pourciau <John.Pourciau@nola.gov>
Subject: RE: Affordable housing

Adding LaTonya.

Ellen--- would you be willing to get on a call with Kevin? LaTonya can staff and we can walk through talking points. Core message would focus on what we ARE doing for affordable housing and highlight what we have coming up.

This would be in line with John talking to Advocate last week. Next week we're doing a ribbon-cutting on S. Galvez, and we want to be talking about how that kind of infrastructure investment doubles as a lever on housing and wealth creation.

I've talked myself into it. Ellen—are you game?

From: Ellen M. Lee
Sent: Wednesday, May 1, 2019 2:47 PM
To: Liana Elliott; Michael G. Tidwell

Cc: Tara G. Richard; Marjorianna B. Willman; John D. Pourciau

Subject: RE: Affordable housing

In addition to my last comments, we can speak to the mayor's commitment to affordable housing through fighting for set asides of state funding for nola, working to create agreements with lhc for increased collaboration with the city, expanding fano's capacity to activate more tools in their toolkit to produce more affordable housing.

If kevin's question is really about the mayor's commitment to affordable housing, we have that covered I believe. If his question is more explicitly about how new str \$ will be used, that's another question, though I do believe we can make a connection to housing costs.

Ellen M. Lee | Director of Community and Economic Development

City of New Orleans | Mayor LaToya Cantrell

1340 Poydras Street, Suite 1800 | New Orleans, LA 70112

OFFICE 504.658.4904 | **FAX** 504.658.4918 | **EMAIL** emlee@nola.gov

From: Liana Elliott

Sent: Wednesday, May 01, 2019 2:09 PM

To: Michael G. Tidwell <mgtidwell@nola.gov>

Cc: Tara G. Richard <tgrichard@nola.gov>; Marjorianna B. Willman <Marjorianna.Willman@nola.gov>; Ellen M. Lee <emlee@nola.gov>; John D. Pourciau <John.Pourciau@nola.gov>

Subject: Re: Affordable housing

I'm inclined not to put anyone on the record right now especially with Litten but it could be this Baton Rouge air getting to me

Please excuse brevity and typos, sent from iPhone

On May 1, 2019, at 1:38 PM, Michael G. Tidwell <mgtidwell@nola.gov> wrote:

Housing question from the TP.

Are we good with putting someone on record for this one? We could do a statement, but I think a one-on-one would be better.

I'd rather not put this on John, to conserve bandwidth. Would anyone else feel comfortable doing a phone interview for this?

Open to thoughts or suggestions. Thanks for any time you can spare.

-B.

From: Kevin Litten [mailto:Kevin_Litten@nola.com]

Sent: Wednesday, May 1, 2019 1:25 PM

To: DIST_Communications

Subject: Affordable housing

EMAIL FROM EXTERNAL SENDER

Good afternoon,

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504-826-3524 (desk)
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From: [Tara G. Richard](#)
To: [Michael G. Tidwell](#); [Liana Elliott](#); [John D. Pourciau](#)
Subject: RE: Affordable housing
Date: Wednesday, May 1, 2019 4:52:11 PM

Ok.

Tara

From: Michael G. Tidwell
Sent: Wednesday, May 1, 2019 4:50 PM
To: Tara G. Richard; Liana Elliott; John D. Pourciau
Subject: RE: Affordable housing

Probably two?

From: Tara G. Richard
Sent: Wednesday, May 1, 2019 4:48 PM
To: Michael G. Tidwell; Liana Elliott; John D. Pourciau
Subject: RE: Affordable housing

I also recommend a meeting with Safety and Permits. Should it be one meeting or two?

Tara

From: Michael G. Tidwell
Sent: Wednesday, May 1, 2019 4:37 PM
To: Tara G. Richard; Ellen M. Lee; Liana Elliott; LaTonya Norton
Cc: Marjorianna B. Willman; John D. Pourciau; Emily G. Wcislo
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From: Liana Elliott

Sent: Wednesday, May 01, 2019 2:09 PM

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Cc: Tara G. Richard <tgrichard@nola.gov>; Marjorianna B. Willman <Marjorianna.Willman@nola.gov>; Ellen M. Lee <emlee@nola.gov>; John D. Pourciau <John.Pourciau@nola.gov>

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Subject: Affordable housing

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Kevin

Kevin Litten

Reporter, NOLA.com | The Times-Picayune

504-826-3524 (desk)

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Twitter: @kevinlitten

From: [Ellen M. Lee](#)
To: [Michael G. Tidwell](#); [Liana Elliott](#); [LaTonya Norton](#)
Cc: [Tara G. Richard](#); [Marjorianna B. Willman](#); [John D. Pourciau](#)
Subject: RE: Affordable housing
Date: Wednesday, May 1, 2019 4:27:10 PM

He started the conversation asking specifically about our priority of infrastructure over housing. I said we don't think in those terms; it's all interconnected.

Ellen M. Lee | Director of Community and Economic Development

City of New Orleans | Mayor LaToya Cantrell

1340 Poydras Street, Suite 1800 | New Orleans, LA 70112

OFFICE 504.658.4904 | **FAX** 504.658.4918 | **EMAIL** emlee@nola.gov

From: Ellen M. Lee
Sent: Wednesday, May 01, 2019 4:25 PM
To: Michael G. Tidwell <mgtidwell@nola.gov>; Liana Elliott <Liana.Elliott@nola.gov>; LaTonya Norton <LaTonya.Norton@nola.gov>
Cc: Tara G. Richard <tgrichard@nola.gov>; Marjorianna B. Willman <Marjorianna.Willman@nola.gov>; John D. Pourciau <John.Pourciau@nola.gov>
Subject: RE: Affordable housing

Just got off the phone with Kevin. We went that route with him, but he is dissatisfied. Didn't see – or didn't want to see – the connection to infrastructure and affordable housing. He specifically wants to know how the administration is planning to add more money to NHIF for affordable housing if the STR money is now being redirected to infrastructure. LaTonya might have his other questions. I didn't speak about the existing STR fee (\$1 per night) that goes into NHIF because we are still working through the details of the agreement.

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Subject: RE: Affordable housing

Adding LaTonya.

Ellen--- would you be willing to get on a call with Kevin? LaTonya can staff and we can walk through talking points. Core message would focus on what we ARE doing for affordable housing and highlight

what we have coming up.

This would be in line with John talking to Advocate last week. Next week we're doing a ribbon-cutting on S. Galvez, and we want to be talking about how that kind of infrastructure investment doubles as a lever on housing and wealth creation.

I've talked myself into it. Ellen—are you game?

From: Ellen M. Lee
Sent: Wednesday, May 1, 2019 2:47 PM
To: Liana Elliott; Michael G. Tidwell
Cc: Tara G. Richard; Marjorianna B. Willman; John D. Pourciau
Subject: RE: Affordable housing

In addition to my last comments, we can speak to the mayor's commitment to affordable housing through fighting for set asides of state funding for nola, working to create agreements with lhc for increased collaboration with the city, expanding fano's capacity to activate more tools in their toolkit to produce more affordable housing.

If kevin's question is really about the mayor's commitment to affordable housing, we have that covered I believe. If his question is more explicitly about how new str \$ will be used, that's another question, though I do believe we can make a connection to housing costs.

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Subject: Re: Affordable housing

I'm inclined not to put anyone on the record right now especially with Litten but it could be this Baton Rouge air getting to me

Please excuse brevity and typos, sent from iPhone

On May 1, 2019, at 1:38 PM, Michael G. Tidwell <mgtidwell@nola.gov> wrote:

Housing question from the TP.

Are we good with putting someone on record for this one? We could do a statement, but I think a one-on-one would be better.

I'd rather not put this on John, to conserve bandwidth. Would anyone else feel comfortable doing a phone interview for this?

Open to thoughts or suggestions. Thanks for any time you can spare.

-B.

From: Kevin Litten [mailto:Kevin_Litten@nola.com]

Sent: Wednesday, May 1, 2019 1:25 PM

To: DIST_Communications

Subject: Affordable housing

EMAIL FROM EXTERNAL SENDER

Good afternoon,

I am working on a story about short-term rentals and the mayor's past commitments to address affordable housing in the city.

The framework of the deal in the legislature that's been reported so far seems to prioritize infrastructure over affordable housing. There's concern about that, considering the City Council wanted to use new short-term rental regulations to channel more money into the NHIF.

Is there anyone in the administration that would be willing to speak to me for this story?

My deadline is close of business today.

Thanks

Kevin

Kevin Litten
Reporter, NOLA.com | The Times-Picayune
504-826-3524 (desk)
225-436-2207 (mobile)
Twitter: @kevinlitten

From: [Ellen M. Lee](#)
To: [Michael G. Tidwell](#)
Cc: [John D. Pourciau](#); [Liana Elliott](#)
Subject: RE: Affordable housing
Date: Wednesday, May 1, 2019 3:02:24 PM

Absolutely, but want to make sure john and liana are good. Also can we clarify the question on the dedication of all new str \$ going to infrastructure?

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To: [Michael G. Tidwell](#); [Tara G. Richard](#); [Marjorianna B. Willman](#); [Liana Elliott](#)
Cc: [John D. Pourciau](#)
Subject: RE: Affordable housing
Date: Wednesday, May 1, 2019 2:44:02 PM

First, infrastructure also has an impact on affordable housing in everything from cost to build housing and to maintain housing. We have all heard about cars and trucks that rumble along our streets causing damage to homes. Also, poor infrastructure and flood risk impacts both homeowner and flood insurance rates. We often hear stories that homeowners can afford a mortgage, but insurance costs can put homeownership out of reach.

That said, is all of any new str \$ being channeled into infrastructure? I need clarity on that before making any kind of other comment specific to the str question. Second, if there is still a commitment that the str funds currently being put into nhif will remain, then we can speak to that ongoing commitment to affordable housing. We can get the amount of revenue that has been generated over the past few years. We are putting forth measures to increase nhif through iz policy where in lieu fees are significant. Granted the in lieu doesn't get us the affordability at that location, but does contribute to nhif to allow us to build more affordable in other parts of the city. Finally, we are proposing other legislation (tax relief) that gives the city more tools to support the development of affordable housing.

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